

Mayor Proclaims Clean-Up, Fire Prevention Week



MAGIC FASHIONS FOR MEN — Foremost fashion editors having to do with male attire will gather in a panel discussion and witness exhibition of men's fashions during the Men's Apparel Guild convention October 31 at El Mirador.

Expect Hearing on Application for Asphalt Plant

County Planning commission at its regular meeting Tuesday, October 5, may consider an application by Hicks and Allred, Cathedral City contractors, to establish and operate an asphalt mixing plant near Midway.

MAGIC TO PREVIEW NEW MEN'S FASHIONS OCT. 31

I want to see all of the new fashions men are going to wear when the Men's Apparel Guild of California, (MAGIC) show their fashions for the first time in Palm Springs, Sunday, October 31, at El Mirador hotel.

Chance Hotel is Sold by Harris

Sale of the Chance Hotel, 1342 South Palm Canyon drive, by Mr. and Mrs. A. C. Harris, to Dr. Robert G. and Marjorie Pearson and Jay Levine, was announced Friday.

Construction Started on Seven Apartment Project

Pouring of 7,000 square feet of concrete in foundations Friday morning started a new Jack Meiselman enterprise — construction of seven apartment buildings of four units each.

Inside of the Sun

- Classifieds 4-5b
Confident Living 6b
Desert Hot Springs 5b
Editorial Features 5b
Palm Desert 5b
Publisher's Corner 6b
Rashall Unedited 2a
Social News 1-2-3b
Sports 6b
This Side of the Sun 5a
Thousand Palms 5b

Publicity Panel Here Tuesday

Mayor Asks City to Clean Up this Week

Fire Prevention Week Good Time for Campaign

This is fire prevention week throughout the nation and in Palm Springs. Mayor Florian G. Boyd issued a proclamation urging full observance by Villagers and also coupled it with Clean-Up week and asked all Villagers to get rid of unsightly weeds and rubbish.

Fire Chief William Leonasio and Fire Marshal Warren Heath joined with the mayor in his plea.

Video Rates Hearing Set for Tuesday

Council to Meet Tomorrow with Full-Time Agenda

Public hearing on the application of Palm Springs Community Television Corporation for a revision of its rate schedule is expected to occupy a large portion of the city council meeting Tuesday evening.

SEPTEMBER BUILDING HIGHEST IN TWO YEARS

A new high in building for a single month over a two-year period was recorded during September, Donald Graham, chief building inspector, reported Friday.

Palm Springs Promotion to be Discussed

Leading Publicity Figures to Take Part in Seminar

Tomorrow, Tuesday, October 5, will see the finest collection of promotional minds ever assembled in Palm Springs telling the Villagers how to compete most effectively in the international scramble for tourists.

FOURTH OF COUNTY'S VOTERS IN 4TH DISTRICT

Furnishing further ammunition to the desert area's claim for better government for the eastern end of the county, were the figures on registration of voters in Riverside county, released Thursday by G. A. Pequegnat, county clerk.

To be held from 9:30 until noon at the Starlite Room at the Chi Chi, the publicity seminar is expected to draw a capacity crowd of some 300 interested persons. It is open to the public with everyone urged to attend.

Proclamation

WHEREAS, the week of October 3 to 9 is nationally designated as Fire Prevention week, and

WHEREAS, Palm Springs is entering what promises to be one of its biggest seasons and a clean city is a pleasant one, now

THEREFORE, I, as mayor of Palm Springs, do proclaim the week of October 3 to 9 as Fire Prevention and Clean-Up week in Palm Springs and urge all citizens to join in the cleaning up during this week, not only to present a more pleasing picture to our visitors but to fall in line with Fire Prevention week.

Signed, FLORIAN G. BOYD, Mayor of Palm Springs.

Chief Leonasio added that, unless ordinary care is used at all times, "fires are so easy to start and so hard to stop."

FOR COCKTAIL BARS, restaurants or dining rooms, the master installation will remain the same, with the same monthly rate applying to places having 25 or less seating capacity. Above 25, an additional \$3 per year is asked for each unit.

No change is requested for trailer parks or retail television dealers.

Plans are now under way to expand the service to residents and hotels, Waltz reported.

OTHER ACTIONS to be considered by council are:

A report on the feasibility of the Bramar Construction company connecting its proposed FHA-financed apartment project with the city sewerage system.

Adoption of an ordinance on extension of councilmanic boundaries to include the recently annexed area.

Request of Western Airlines for a three-year extension of its lease arrangement, which expires December 31, 1954.

WELCOME NEW SON

Mr. and Mrs. Bruce Kopylov of 315 Camino Roma, are the parents of a boy born October 1 at Desert hospital. The Kopylovs' son weighed five pounds 13 1/2 ounces and has been named Bruce Cameron.

OF THE COUNTY'S TOTAL of \$9,153 voters, 23,454 live in the fourth district. This represents 26 1/2 percent of the total vote in the county.

Varner's fourth district extends from the county line west of Beaumont to the Colorado river. In it are the incorporated cities of Palm Springs, Beaumont, Banning, Indio, Coachella and Blythe, half of the county's 12 incorporated cities. In addition, there are several thousand square miles of unincorporated territory.

THE REGISTRATION, by districts, as released by Pequegnat, is:

Table with 2 columns: District, Voters. Data: First district 19,485; Second district 19,368; Third district 9,730; Fourth district 23,454; Fifth district 17,116.

Every district, except the fourth, includes a portion of the city of Riverside, county seat.

THE 23,454 VOTERS in the fourth district have the same representation as the 9,730 in the third district in county affairs and for this reason, agitation has been rife in the vast desert area for reshaping of the district or formation of a new county.

The county grand jury in its three open hearings last week paid much attention to the inequality in representation in supervisorial districts and may include a recommendation for realignment of the district in its report.

Checking professional education, it was revealed that 51 percent have one year or more of graduate work; 25 possess a master's degree or more; 11 have a master's degree plus one year or more to their credit, and the administrative and supervisory staff average a master's degree plus one and a fourth years of training.

THE SURVEY of professional improvement showed that during the past five years an average of 37 percent of the certificated personnel attended summer school or took additional courses each year.

Experience check revealed that the average number of years of teaching possessed by certificated personnel was 14 years.

The pupil teacher load is slightly lower than average for both elementary and high schools.

See SCHOOL, Page 3a

REGARDING STABILITY of personnel, Dr. Hoff said, 55 of the 92 persons, or 60 percent, are on permanent status, with a low turnover of only eight percent in the past four years. Fifty-one certificated persons own their own homes.

LaFleur resigned during the summer months, and is now constructing a home in the San Francisco area, where he plans to make his permanent residence.

Sitter has been with O'Donnell for 17 consecutive years, except for three years spent in the armed forces during World War II. Married, he and his wife and two children reside at 1450 Riverside drive.

PLANS for the 1954-55 season starting Saturday, October 9, were also announced this week.

George Howard will return as pro for the fifteenth year, after a successful season at Broadmoor in Seattle. He will bring with him his assistant this summer, Glenn Woodhall, who will serve as caddy master.

Arranged by the Palm Springs Chamber of Commerce under the direction of Miss Jeano Ballard, manager of L'Horizon Hotel and chairman of the Chamber's publicity committee, the seminar is expected to give the Village a clear picture of its publicity problem and to give direction to its early-season enthusiasm for a concerted publicity program. Other members of the publicity committee are Earl Coffman, Frank Bogert, Culver Nichols, Ray Ryan, Milt Hicks and Sherman Hull.

Leadoff speaker for the panel will be Alex Evelove, one of the best-known names in the publicity business. For many years head of publicity for Warner Bros. Studios, Evelove is now head of his own publicity firm in Hollywood. He will discuss the promotional field in its broad outlines with emphasis on a product such as Palm Springs.

SPEAKING SECOND will be Bill Best, United Press bureau chief in Los Angeles. Considered to be one of the brightest stars in the wire services today, Best will discuss the handling of news and pictures across the nation as related to Palm Springs and suggest methods by which the Village can overcome its communication problems.

Hank Osbourne, one of the youngest city editors sitting in a top metropolitan paper's city editorship, that of the Los Angeles Mirror, will talk on the problems of citywide coverage, when the Village can help Palm Springs' news bureau and in turn be helped.

A MAN WHO HAS covered the Palm Springs society news will be PUBLICITY, Page 5a

Larry Sitter Named New O'Donnell Course Manager

(Picture on 5a) Larry Sitter, who has been associated with O'Donnell Golf Club since 1937, has been named club manager to succeed E. A. LaFleur, effective immediately.

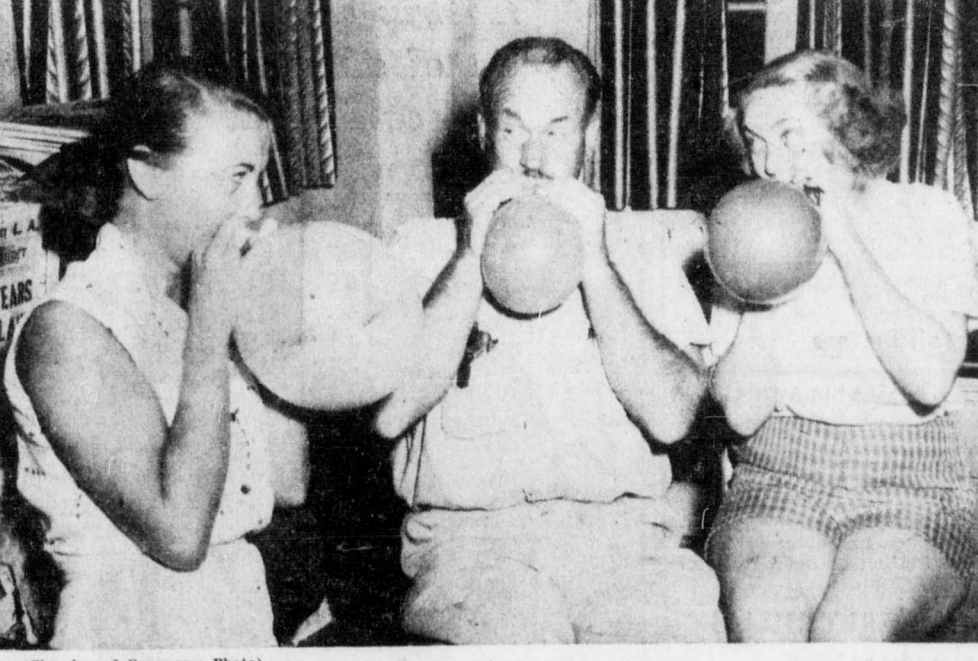
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Green fees will be reduced during October, November, May and June.



FOR KIDS DAY — Three heads are better than one when it comes to blowing up the balloons for Gargantua the Clown to give away on October 9 for Kiwanis Kids Day which will take place at the Desert Inn Mashie course. Getting a good start on what appears to be a staggering and breathless task are, left to right, Skip Lawson, assistant publicity director at the Chamber of Commerce, Red Kenyon, who co-chairmans the Kids Day program with Ray Corliss, publicity director for Palm Springs, and Bobby Nye, convention manager of the Chamber.

Still Coming

Mrs. Bunker Gets Us More Publicity

Zaddie Bunker, Palm Springs flying great-grandmother, is continuing to bring publicity to Palm Springs, even after her triumphal solo flight earlier this year.

She is featured pictorially in the October 4 issue of Sports Illustrated, in the department, "Pat on the Back."

Shangle to Visit Village Today

Bruce Shangle of Blythe, candidate for congress from the 29th (Riverside, Imperial county) district, will be in Palm Springs today (Monday) to meet local officials and businessmen.

He will be conducted on a tour of the Village by George Maypole, chairman of the local Democratic organization.

GOV. KNIGHT, WIFE, HERE IN NOVEMBER

Governor and Mrs. Goodwin J. Knight said Friday night at Banning that they plan a Palm Springs holiday immediately after the November election and will check in at El Mirador on November 4 for a week's stay.

The Governor, who has not forgotten his visit to the Village when President Eisenhower was here, said he is looking forward to holidaying in the warmth and friendliness of the Village and it was obvious that the First Lady shared his enthusiasm.

UNEDITED

By BILL RASHALL

Sometime near the close of last winter season, I do not recall the exact day or month, I received a tip, off-the-record, that President Ike Eisenhower would return to Palm Springs in February. I kept mum.

I am aware of many faults that I possess. One of the worst is bragging. So, living up to that characteristic, I must inform my loving readers (some—no, many—of whom hate me) that I scooped the White House press and even Jim Hagerty, the President's secretary, through no fault of his own, that Ike would be here on a certain day and on that day he did arrive. Of course, I had plenty of info on that deal and it came from a very, good friend of mine who talked rings around the actual subject before I caught on what he was really trying to tell me. Thanks, Father (but that's not his name).

Enough of the bragging, here are the facts as they were given to me some time ago. I am revealing this story at this time because a national magazine printed the yarn to the effect that "the President would spend two weeks in Palm Springs on business and pleasure." The story as I got it originally, was that Paul Helm's home was being refurbished—new stoves for the kitchen and other refinements, if that is possible; for the return visit of Ike. And that he would be back in February. Barring a war or other urgent business, Ike will be back in Palm Springs. But please don't throw that statement in my face if he doesn't show up. My bridge is so expensive. And Dr. Purcell is so busy!

Roll up last year's curtain and recall the beginning of that winter season, officially dated as October 1, for years. With that vision, mix a few embellishments and then use the same arithmetic and visualize several hundred more people and you have Palm Springs in late September and the beginning of October, with this backdrop for scenery, the opening of The Doll House and The Dunes.

The walls of the Doll House bulged and cracked September 30 and, amazingly enough, the same thing happened at The Dunes. There were few present at these two openings who attended both of these events. They were swank, glorious and rose colored, the latter tint for me long before closing time, too. The jam of people at The Dunes and The Doll House caused many old timers to raise their eyes in wonderment. They were enchanted with the large number of people in town.

George and Ethel Strebe were lost in the mad crush of patrons and did a magnificent job of holding up to the repeated questions of "how are you?" and "how was your summer?" The food was, as always, par excellence at both places.

Accepted the invitation to sit with the Howard Morris at The Dunes. He is that tall

handsome individual who owns the Palm Springs Music company. Furthermore, he was in company with three ladies, one of them his wife Kay. Lovely person, Eddie Houghton, of El Mirador, who had just rolled into town, joined our table and what a debonaire person he is.

By the way, both of these crack handed me by Johnny Archibald. "He isn't exactly bald. He parts his scalp with a hair." Don't throw anything at me now, Morris — except a Hammond organ. I can use one at the house.

There was the cheek-to-cheek embrace from Mrs. Walter Freund seated at the Piano-bar in The Dunes, who whispered: "First and foremost of all, you're a newspaperman. A good one." I wilted and a three-year tiff vanished like morning mist before a hot desert sun. Her husband was there, too.

Went to a fresh trout fish fry up in Whitewater canyon. All the bartenders in town, at least most of them, plus a sprinkling of waiters and their feminine counterparts were there. I was invited by George Zouganilles, a creature highly beloved by many. Charley Smit, well known chef, sang as he prepared the succulent trout over an open fire. That cook is nothing but good!

And in spite of the two openings on two successive nights, I was able to stagger over to the Chi Chi Starlite Room and was amazed to see even that room loaded with people who appreciate good entertainment. In the form of Charley Chaney. He is without a doubt, terrific! Dave, who books the show at that famous spot, got a little roiled with me. Perhaps it was that ulcer I have—or do I have an ulcer?

Got a kick out of Ethel Strebe calling me to say that The Doll House is back in its own home and "not at The Hurricane." It happened the mornin' after The Doll House opening. We corrected that mistake and those forty patrons who called you, Ethel, will be rightly directed from now on. Please point this out to Alice too, if you please, I love her.

George Strebe who is billed as the gracious host and who really is, offering to buy Bob Rallev and I a drink. We modestly accepted with eagerness. But he, the owner, couldn't get within six feet of the bar.

George Cameron is back and he tells me that his stable will carry three colors this year: blonde, brunet and red. Is there another color, too?

Eagerly awaiting the arrival of Buddy Bachold the top man for Sunny Sund of The Beachcomber. He said he would arrive on October 13. He added, too, that he would have a spot for Peg and me to occupy when Don the Beachcombers opens October 20.

Bob Howard walked into the lounge at Howard Manor at around midnight, October 1 and found his bar lined up with many of his friends. Bill White was de-lighted with the crowd.

The Desert Sun—2nd
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Zaddie Bunker Guest of Honor at Lions Meeting

Palm Springs Lions club will hold its first formal meeting of the season Thursday noon in the Blue Room of the Chi Chi with Zaddie Bunker, Chi Palm Springs Flying Great—Grandmother as the honored guest.

Pfc. Panlaqui Guest of Mother

Pfc. Clayton Panlaqui was in Palm Springs, visiting his mother, Mrs. Ezma Panlaqui of Ezma's Beauty shop over the weekend. He entered the army in September, 1953, and has been stationed at Galena, Alaska, for the past five months.

He will be stationed at Fort Scott, San Francisco, after his leave of absence, spent here. Before entering the army, Pfc. Panlaqui majored in engineering at the University of Colorado.

The hotel and dining room opens October 15.

Frank Gillespie, guesting with his wife at La Fonda, for 15 years a visitor in Palm Springs, amazed at the crowds at this time of the year. "Where did they come from?" Nicholas Farah, en-solo at a table at The Doll House, for 13 years a visitor here, is the owner of a block-long commercial establishment on Mission street in San Francisco and the owner of the building which houses Dorothy Gray and the Palm Springs Music company plus the apartments upstairs. He has been a subscriber to The Desert Sun for many, many years.

Always thought that a majority opinion of our city council prevailed in all issues. Why then does one man, (the brave) stand against that majority elected to office by a majority of the people living in Palm Springs? It kills me and many, many others.

Bucky Harris—don't tell me you don't know him—invited me to have a snort—no I mean a cocktail. Said I: "I'll match you to see who pays for it." Said Bucky Harris: "I always lose. I never, never gamble." He won. Can't argue with a deal like that.

The Desert Sun
and
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OLIVER B. JAYNES
Editor and Publisher
WARD J. RISVOLD
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R. F. Graettinger — Exec. Editor
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"I, Sinuhe, the Egyptian,
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"I committed every crime against man, woman and the gods. I took the innocence of Merit, a tavern maid, who bore me a son. I surrendered my parents hope of immortality to Nefer, shameless temptress of Babylon. I committed the sin of sins, with Princess Baketamon, who coveted the throne of Egypt!"

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Back By Popular Demand
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1603 California Ave.
Mack Bldg.
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260 S. Beverly Dr.
Phone BR 2-7945

Freeway Bridge \$4000 Damage Bids Studied to Home in Fire

Bids were opened in Los Angeles Thursday for the first construction projects on the Freeway through Banning — four bridges to carry the highway over or under crossroads.

A. J. Thompson and Son of Inglewood, with a bid of \$258,995, was the lowest bidder of 14. Construction will start within a month with nine months allowed for completion. Funds for a fifth bridge and paving of the four-lane Freeway will be included in the 1955-56 highway budget.

The Freeway, a block south of the present route of Highways 60-70-99 through Banning, will relieve a badly congested situation in Banning during the active season on the desert.

An early morning blaze Saturday which had gained much headway before being discovered by neighbors resulted in \$4,000 damage, firemen from Stations 1 and 2 reported. Both stations answered the call.

The kitchen and living room were completely gutted at the home owned by Harold P. Bonfils, and rented by Victor Dixon, located at 323 North Calle Encelia. The house was reported to be unoccupied at the time the fire was reported at 4:47 a.m. Cause of the fire was believed to have been a cigarette left burning in an overstuffed chair.

CLASSIFIED ADS
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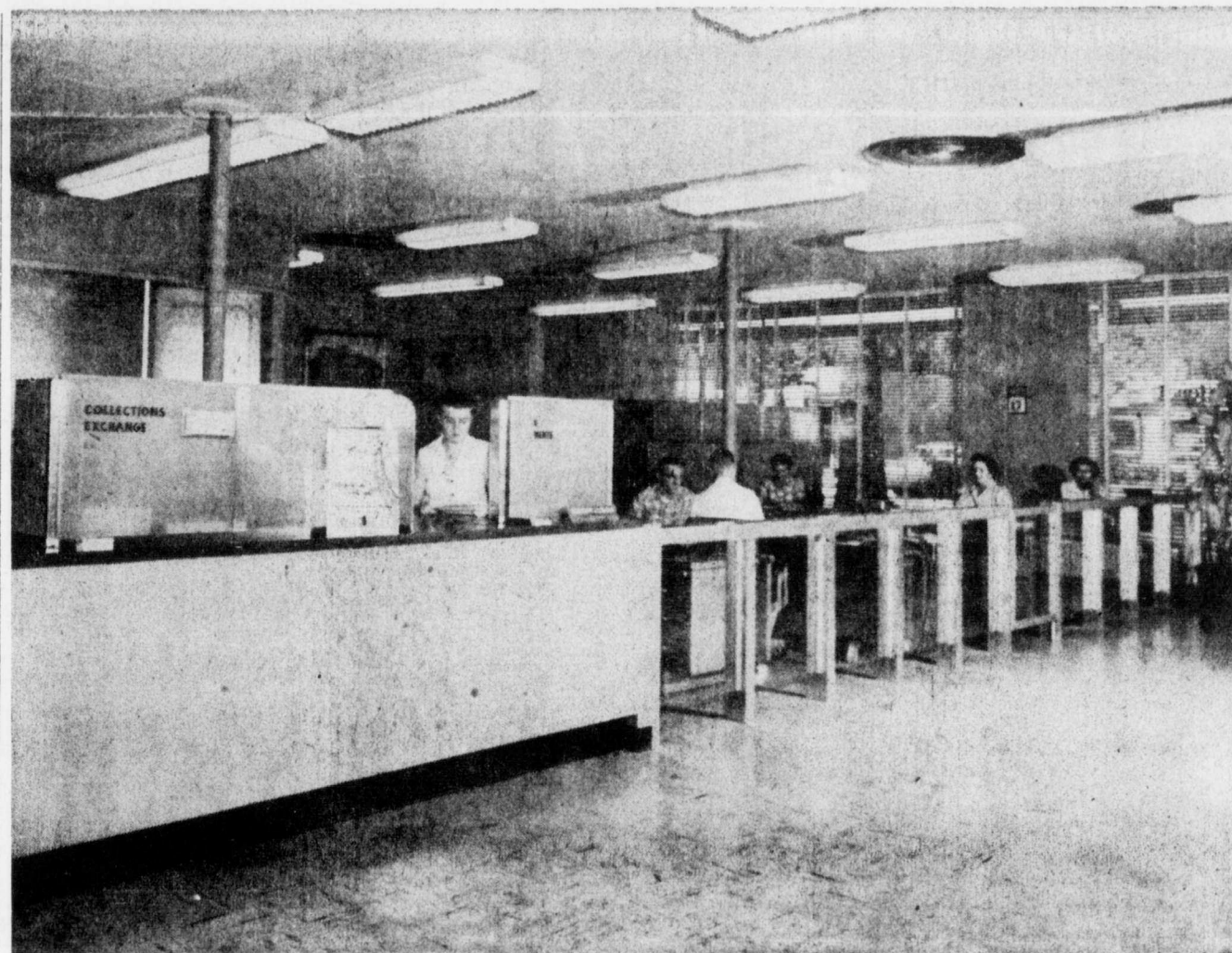
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(Edward Canby Photo)
THAT NEW LOOK — Interior view of the streamlined new office of the Citizens National Trust and Savings bank at 456

New Streamlined Citizens National Pleases Patrons

Palm Springs office of Citizens National Trust and Savings Bank of Riverside, located at 456 North Palm Canyon drive, now has that "New Look" and is proud of the final results of months of planning and redecorating.

"Our customers are pleased with the streamlined effect and the larger lobby," commented Herbert Samson, vice president and manager of the local office, "and the new color scheme has earned high praise from them."

"THE REMODELLING of the office," Samson said, "is to provide an improved working arrangement to take care of the growing business enjoyed by Citizens Bank. The additional services offered to former customers of Desert Bank and new customers of Citizens Bank are supported by a wide knowledge of the economy of Riverside and San Bernardino counties, served by our 16 branches. The acquisition in April of this year of the Desert Bank's three branches in Palm Springs, Cathedral City and Indio, provided the desert area with an extension of Citizens Bank's services, which included Blythe but did not embrace the resort and agricultural area of Coachella Valley.

"Property improvement loans, automobile financing, and experienced trust service, are part of the added services provided by Citizens. Serving the county since 1903, Citizens Bank is growing in dynamic fashion to keep pace with the growth of 'Southern California's Inland Empire,'" concluded Samson.

THE STAFF INCLUDES, in addition to Herbert Samson, Theo Wallington, assistant manager in charge of real

estate and commercial loans; H. N. Cocholz, assistant cashier in charge of personal loans; James S. Partridge, long-time resident and Miss Dorothy Lowden are in charge of loans and collections; Doris Di Grandi, head teller, is assisted by Irene Ruehe and Sara Cromer. Evelyn Buschkowsky, head bookkeeper, is assisted by Mary Cox, Maxine Page and Mona Richards, NCR operator. Ruth Avery is secretary to Herbert Samson, and Wilma Wilson, escrow officer, is assisted by Helen Patterson.

Two new members have been added to the local staff this week; Mrs. Edward Van Metre of Thousand Palms, secretary in the consumer loan department, and Mrs. Albert E. Page, a newcomer from Santa Rosa, bookkeeper.

On the Rocks

Romance Ends at
Bus Station Here

Palm Springs police spoiled a romance Thursday afternoon at the request of the girl's parents.

Receiving a teletype from the Monterey Park police department asking that the 3:41 p.m. Greyhound bus be checked, Officer T. M. Altken went to the scene and found the 15-year-old girl with her 18-year-old boy friend, enroute to be married.

The girl's parents arrived here at 5:30 p.m. to claim their daughter, and in an act of generosity gave the 18-year-old youth money with which he could purchase a bus ticket back to Los Angeles. Police escorted him to the bus.

Desert Barber Shop Purchased by Bill Reyman

Desert Barber Shop, 249 South Indian avenue, was recently purchased by Bill Reyman. The shop will now operate with two full-time barbers, Reyman and Helen Hogback. The latter is well known in Palm Springs, being associated with Desert Barber Shop for about eight years. Reyman has been in the tonsorial business approximately 20 years and most recently with the Keystone Barber Shop in Riverside.

North Palm Canyon drive. The Palm Springs office of the bank was refurbished and rearranged for the convenience of its patrons this summer.

From Page 1—MORE ABOUT SCHOOLS

school, Dr. Hoff said.

REGARDING FINANCIAL stability, Dr. Hoff said that "salaries paid to teachers in the district rank in the upper 25 percent for the state of California and rank higher in Riverside county." This tends to attract and keep good teachers in Palm Springs, he added.

Palm Springs Unified School District can afford to support a good school system, the superintendent continued. "The estimated assessed valuation for the year 1954-55 is approximately \$49,500,000—three times the average for the state per pupil, and exceeded only by Beverly Hills among southern California Unified Districts."

"This means," Dr. Hoff said, "that in back of each high school pupil the assessed valuation is \$120,000; for each elementary child about \$35,000 per pupil, and all pupils about \$28,000."

TAX RATE for the school district for the year 1954-55 is \$1.347 and the legal maximum for unified districts is \$1.65. During 1953-54 only two unified districts in southern California had a lower tax rate, Beverly Hills with \$0.99, and Emery with \$0.866.

Pupils success figures show that Palm Springs high school graduates have a better than average record in college, Dr. Hoff said. Last year, graduates attended 19 colleges including Stanford, University of California, University of Southern California, University of Montana, University of Wisconsin.

TESTS GIVEN high school seniors show that Palm Springs ranks consistently above the average, as did achievement tests for grades four through eight, algebra students and language and history students.

This achievement is attained, Dr. Hoff said, even though there is a rapid turn-over of pupils in the district. To illustrate the turn-over, he said that only 25 out of the 700 pupils in grades four through nine have been in the Village as much as 10 years or more, and only 20 of last year's high school graduation class of 67 had entered from the district's elementary schools.

Plastic Hose Stolen from Village Yard

Theft of a plastic hose from the yard of their property at 379 - 387 Chino drive, was reported to police Friday by Dr. J. H. McCracken, 1088 E. Alameda. The hose, recently purchased, was valued at \$18.

Sneak Thief

Third Loss of
Purse Reported

Third purse theft by a sneak thief in a week was reported to police by George Clark, 401 Via Colusa.

The purse was taken by unlocking a screen and reaching in to remove the purse from a dresser. It contained only \$1 in cash.

The Desert Sun—3rd
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Rayburn Greeted by Democrats

Headed by George Maypole, chairman of the local Democratic organization and Jerry Bunker, city attorney, a delegation of twelve local Democrats journeyed to Riverside Saturday to join other members of the party from all over the county in honoring Rep. Sam Rayburn, (D. Texas) at a luncheon at the Mission in Riverside.

Rep. Rayburn, house minority leader, is on a tour of southern California. Among other honored guests were India Edwards, past vice-president of the Democratic National committee and Bruce Shangle, of Blythe, candidate opposing John Phillips for the house of representatives seat from this district in the November 2 election.

Col. Wooldridge to Open Office

Col. Ward Wooldridge is opening a real estate office in Palm Springs at 238 Indio road, where Palm Canyon drive turns into Highway 111 at the curve at the south end of town. A resident of Riverside county since 1900, he purchased the Vista del Oro upon his return from military service and is a strong believer in the future of Palm Springs.

He said that he had personally handled realty transactions valued at \$300,000 so far this year and expects to far increase that amount by January 1, 1955.

DHS Trailer Park Permit Approved

Application of Bruce and Ray Bridenbecker of Desert Hot Springs for a permit to establish a trailer park near that community was approved by county planners Thursday. The applicants said they plan to spend \$150,000 on the park which will accommodate 152 trailers and be equipped with mineral baths and swimming pools. The location is about five miles from Desert Hot Springs.

A Low Bow - - To Palm Springs

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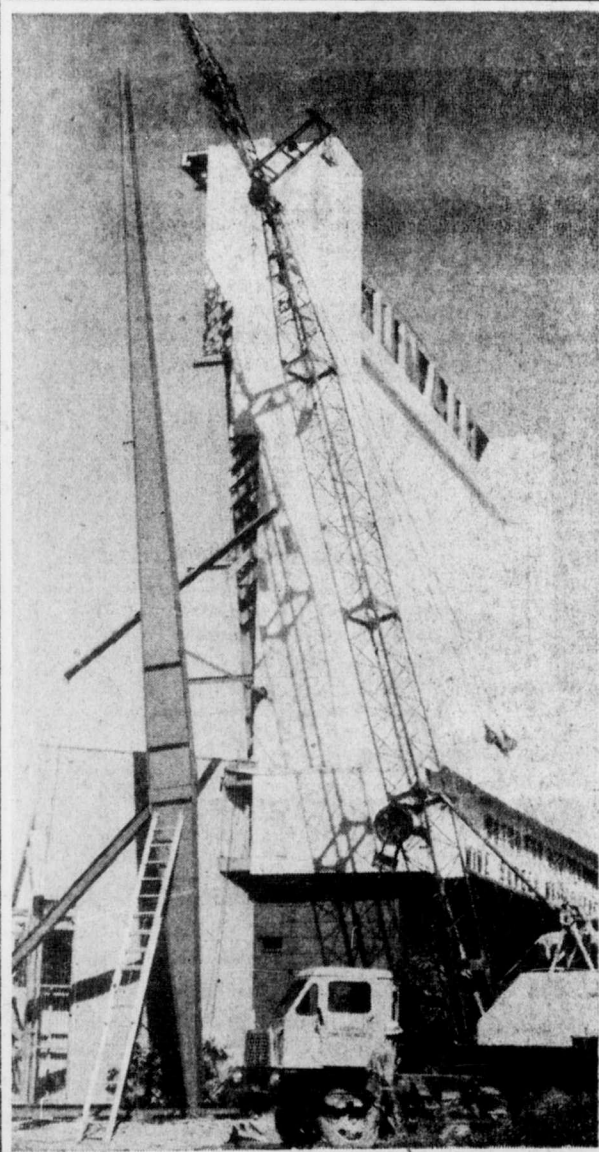
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(Desert Sun Photo)
MUSIC SCHOOL — Manager Pat Barbara of the musical instrument department of the Palm Springs Music company with a group of youngsters, students and prospective students

Solemn Service of Yom Kippur at Temple Isaiah

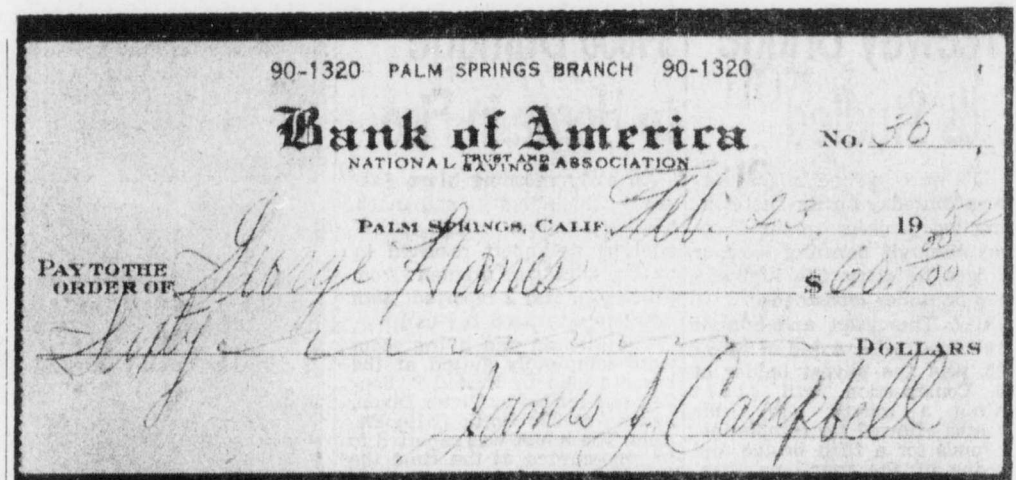
Palm Springs Jewry will participate in the observance of Yom Kippur, the most solemn day of the Jewish Religious Calendar, beginning at sundown Wednesday. Special services for the Day of Atonement will be conducted by Rabbi Leon W. Rosenberg, spiritual leader at Temple Isaiah, at the Jewish Community Center, 332 West Alejo road, beginning at 8:15 p.m.

The service on Wednesday night commences with the chanting of Kol Nidre, "all vows," one of the most celebrated of all liturgical melodies. A special feature will be the solo performance of the Kol Nidre, before its chant by the cantor and choir.

Services will start Thursday at 10 a.m. At 12:15 p.m. a special Conservative Mussaf service will take place, followed by a children's service at 2:30 p.m. and the day's worship will be brought to a close with a Memorial and concluding service starting at 4 p.m.

At sunset Thursday the services will be concluded with a final blast of the ram's horn (shofar) betokening the end of the Holy Day period which began with the observance of Rosh Hashonah ten days earlier.

The services will be conducted by Rabbi Rosenberg, with the musical portion chanted by Cantor Don Decker, and the choir under the direction of Harry Tomlinson, with Christine Tomlinson at the organ.



SAMPLE FORGERY — Local businessmen were alerted this week that a forgery expert is due to return to the Village, according to past experience. Above is a sample of the suspect's handwriting, as appearing on a check forged in the name of James J. Campbell, 205 South Indian avenue. The same style prevails on all checks.

Village Has Chance to Aid in Nabbing Leading Forger

"Palm Springs residents may aid in apprehending the nation's No. 1 check passer."

Sgt. Durman Ordway, in charge of the forgery detail of Palm Springs Police department, reported this today as he asked all businessmen to be on the alert for a man who has never been apprehended in seven years of operation from Maine to California.

The suspect has victimized Palm Springs merchants six times during the past few years, and is due to return very shortly, according to his past operations.

VALUE of the forged check is always less than a hundred dollars, although it is approaching that figure, Sgt. Ordway said. At the present time, real estate men's signatures are being forged, although he has operated in the past with names of other prominent citizens.

His writing has a distinctive style, and no attempt is made to copy the signature of his victim. When asked for identification, he always leaves the scene. Common first names are used, with the favorites being Henry, George and Walter.

a carpenter, painter, roofer, cement worker, gardener, etc., and dresses the part.

Total amount of checks out throughout the country are nearing the six-figure category. Sgt. Ordway said, with local checks amounting to \$450. The suspect averages \$1,200 a month at the present time, staying in one place about two or three days.

Anyone locating a person of this description is asked to secure the license number of his car, if unable to detain him long enough to notify local authorities.

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Sorry! Orders must be filled in order received!

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Phone 4321

Organization of Desert County to be Completed

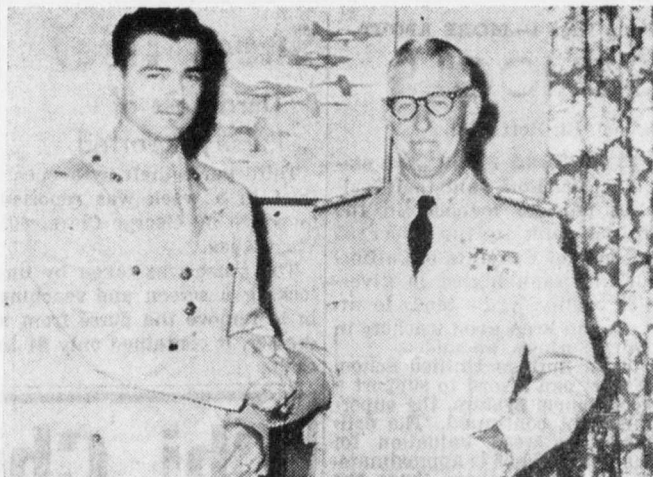
Fourth meeting of Desert County Inc., is scheduled for this (Monday) evening at Hotel Indio in Indio. Permanent officials are expected to be elected and incorporation plans completed.

The group seeks to carve a new county from the eastern end of Riverside county as result of asserted lack of efficient government for this area by the Riverside county board of supervisors.

Ted Smith of Rancho Mirage is temporary chairman of the organization which has its headquarters in Indio.

Must Stay Away from Village Two Years

Felix Anthony Krause, 58-year-old transient, arrested for vagrancy Wednesday evening, was given a 30-day suspended sentence in Judge Eugene Theriault's justice court Thursday, on condition he remain out of Palm Springs for a period of two years.



WINGS OF GOLD—James F. Bigley, son of Mr. and Mrs. Floyd Bigley of 111 Palo Verde avenue, left, receives his wings of Gold as a naval aviator from Rear Admiral

Cato D. Glover, USN, chief of naval air advanced training. The presentation was made at Corpus Christi, Texas, base. He completed almost 20 months of intensive flight training to earn his wings.

Knight Pledges All-Out Aid for Agriculture of State

Pledging all-out support for California's two-billion-dollar-a-year agricultural industry which makes the state the richest and most productive in the nation, Governor Goodwin J. Knight made a major talk in his campaign when he addressed 100 agricultural and community leaders in Banning Friday night.

Stressing the importance of agriculture in the state's economy, the Governor said that "every day in California is a harvest day."

He said he chose to make his major speech on agriculture in Banning because it is in the heart of Riverside county which has more than a hundred diversified crops with an income of \$114,000,000 this last year.

"The best politics is good government," said the Governor, pledging a continuation of his formula to appoint only the best qualified men and women regardless of political interests or personal friendships.

In a speech that covered thoroughly agricultural interests, including modern research interests, pest control, marketing problems and an adequate labor supply, he said, "We cannot afford to play politics with agriculture."

"We are engaged in a deadly serious period in the history of the world and we cannot survive unless we can feed our people," he warned.

Pointing out that new subdivisions were rapidly reducing

the orchard property, he said that the loss must be supplanted by good soil and good farming and told how state agencies work to this end.

He was introduced by Phil Boyd, to a gathering which included such notables as Congressman and Mrs. John Phillips, Assemblyman Lee Backstrand, former Assemblyman John Babbage and leaders in the County Republican circles.

Attending from Palm Springs were Mr. and Mrs. Warren Slaughter, Herb Samson and Charles Saylor.

The dinner meeting was held in the Banning Woman's clubhouse.

Obituary

FLORENCE MAUDE LA RANE
Funeral services for Mrs. Florence Maude La Rane, 56, 66040 West Buena Vista, Desert Hot Springs, will be held at 10:30 a.m., Tuesday, October 5, at the Desert Hot Springs Baptist church, with the Rev. Willard Hansen officiating. Interment will follow in Sunnyslope cemetery, Banning.

Mrs. La Rane died at 1 a.m., Friday, October 1, at her home. A native of Sheffield, England, she had been a resident of Desert Hot Springs for 12 years.

Survivors are her husband, James La Rane; one daughter, Mrs. Mary Nerison of Duarte, and two grandchildren.

Wiefels and Son Mortuary is in charge of arrangements.

Transients Held in Burglary Case

Two transient workers were arrested by Palm Springs police Friday, on burglary warrants issued by the Avalon Police department.

The two men, John Howard Rust, 45, and Charles E. Bloomer, 48, were turned over to Avalon authorities Saturday.

County School Head Escapes in Crash

Ray W. Johnson, Riverside county school superintendent, was among 59 passengers and five crewmen who escaped death Thursday when the pilot of a crippled, burning DC-7 brought the craft down safely in Chicago.

Johnson was on his way to a national educational conference in Washington, D.C.

CLASSIFIED ADS
READ SUN

"Family Living" Topic Thursday

Dr. Edward Rudin, chief psychiatrist of Riverside State Mental Clinic, will speak on "Family Living" at Frances S. Stevens school Thursday at 8 p.m. The meeting is part of the Palm Springs Adult Evening School program and is supported by school parent groups of guidance department of Palm Springs Unified School district.

Clothing in Loot of Burglars

Two burglaries were reported to Village police Friday morning, with clothing valued at \$315 taken from Marge Riley's Western Wear, 227 South Palm Canyon drive, and numerous pieces of linen and blankets stolen from Vista Del Sol, 2080 North Palm Canyon drive.

Entry to the western shop was made by forcing the lock of a screen door with the lock of the hotel's linen room also being jimmied.

The Desert Sun—4a and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

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Entries Pour in for Annual CV Amateur Golf Tourney

Entries are literally pouring in for the third annual Coachella Valley Golf Tournament at Tamarisk Country Club Saturday and Sunday, October 9 and 10, Manager Ted Cadman reported today.

Top names in the entertainment and business worlds, many of them local residents, are included among the early registrants. Golfers may register up to tee-off time Saturday, with a field of 120 expected.

AMONG THOSE registered to date are:
Bing Crosby, Phil Harris, Bob Hope, Dick Hanousek, Harold Hicks, Milt Hicks, Ruby of The Dunes, John Wood, Harold West, Al Weinarten, Jack Tooke, Dick Cochran, Marty Cobin, Fred Ingram, Dr. B. H. Pollak, Arnold Rumwell, Florian Boyd, Leonard Bock, John Sharpe, George Berkeley.

Ken Evans, Paul Kellerblock, Alvin Vogt and Jerry Schwartz. Hus'on Kier of Hacienda Golf Club is defending champion, and is expected to return to defend his title, Cadman said. He dethroned Milt Hicks, first year champion.

OTHERS WHO HAVE been invited and are expected to compete are: Gummo Marx, Harpo Marx, Jack Penny, Frank Sinatra and Frankie Laine. Tamarisk's clubhouse including cocktail bar grillroom and locker room will be available to all contestants and their friends. Entries may be made at Tamarisk or mailed to Elly Vines, resident pro, Tamarisk Country Club, Box 60, Palm Springs. Current handicaps should be included.

New Improved Course for Auto Races October 16, 17

A new and improved course has been laid out for the Sports Car Races at Palm Springs on October 16-17, according to Ray Frug and Joe Weissman, race chairmen.

"Although Palm Springs is the birthplace of Sports Car Racing in California," Weissman said, "we are constantly trying to improve the course for both spectators and drivers."

THE FIRST SPORTS CAR race in southern California was held at Palm Springs in 1950 and drew a field of 29 drivers.

Frug added that over 100 entries are already in for this year's event with more coming in daily.

Among those already entered are Al Coppel driving an OSCA, Bob Estes wheeling his venerable supercharged Bugatti and Johnny von Neumann at the wheel of the 2 litre Ferrari which he purchased from Ferruccio Rubirosa following the last event.

THIS RACE WILL MARK the debut of the sturdy HRC in local competition. The HRC has won wide recognition in England.

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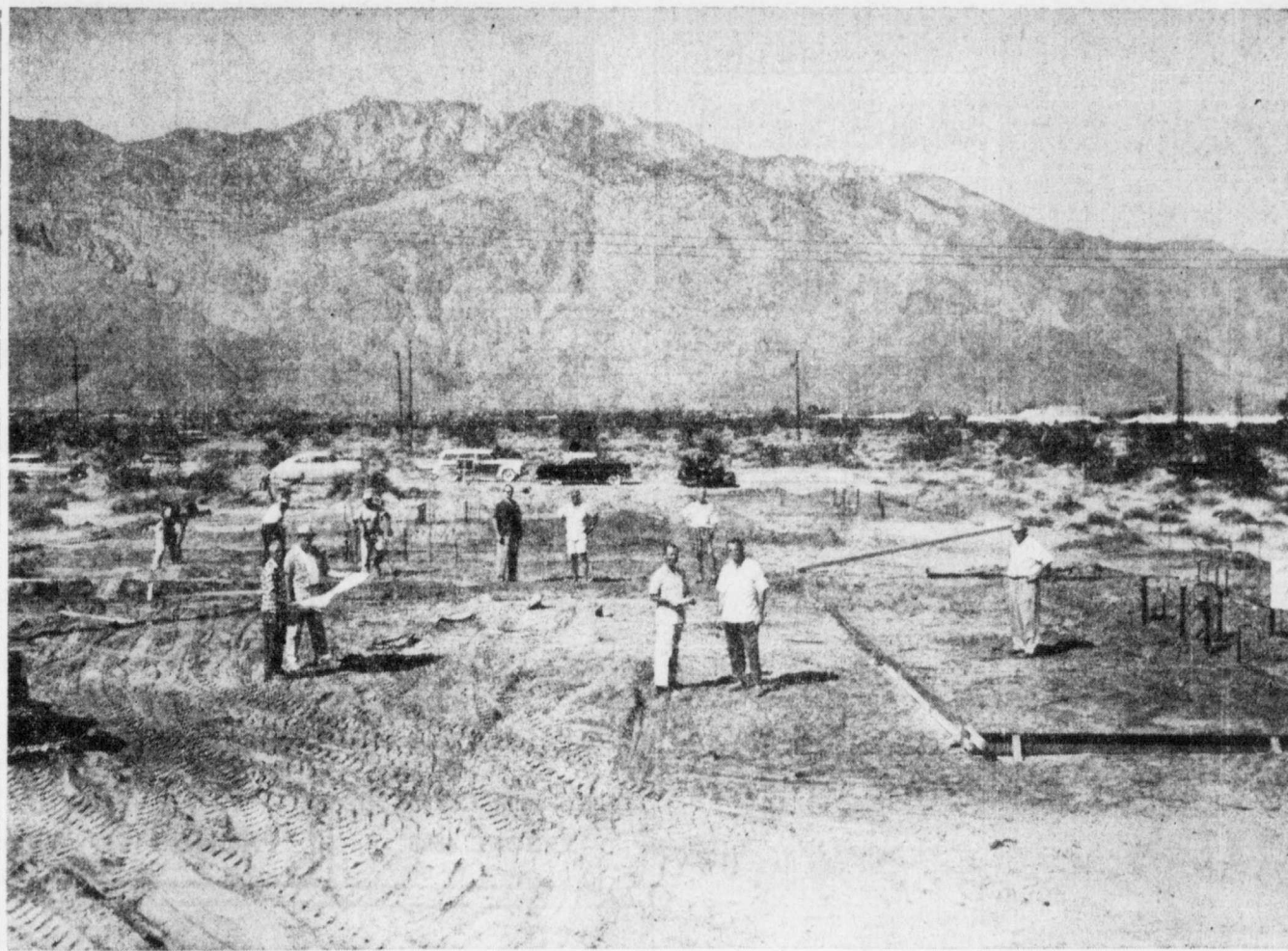
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(Desert Sun Photo)
START APARTMENT CONSTRUCTION — Jack Meiselman on Friday started a new enterprise, construction of seven apartment buildings of four units each, just off Ramon road, between Desert View and Highland. On hand for the start of construction were Manny Ryan and Mike Ryan, contractors.

Brea-Olinda Gridders Run Over Palm Springs, 39-14

An outstanding Brea-Olinda grid squad completed its mastery over Riverside County League teams Friday nights by treating Palm Springs fans to an offensive show which ended in a 39 to 14 win over the Indians.

The previous Friday the squad had routed Perris 32 to 7. Taking the leading role was Jim Coon, who passed for touchdowns, ran a kickoff 80 yards for another score, passed for two conversions and kicked another.

THE INDIANS were in the game during first half play only, holding a 14 to 12 lead with about two minutes to play when the kickoff saw Coon race 80 yards to a touchdown.

Palm Springs scored first, with Victor Reyes scoring two yards over center for the touch-down after a 40-yard drive. Fullback Chuck Martin ran for the extra point.

Brea-Olinda struck back a few minutes later with Coon passing to Wilbur Chansler for a touchdown play covering 69 yards. The conversion was missed and Palm Springs held a 7 to 6 lead.

SOON AFTER, Coon passed to

From Page 1—MORE ABOUT PUBLICITY

for some 20 years, Lynn Spencer, society editor of the Los Angeles Examiner, will give the background of what makes useful and newsworthy society publicity both in Los Angeles and across the nation.

Alan McElwain, public relations director of the All-Year Club is scheduled to be the final speaker. His subject will be the publicity activities carried out by his organization and an exposition of its relationship to Palm Springs.

Questions will be welcomed by the speakers. It is pointed out that anyone who wishes to attend only a portion of the seminar is welcome to do so. The value to the Village should be very great, with each person as individuals, gaining insight to aid for their own problems in addition to a clearer picture of the needed group effort.

Adrian Ledbetter for 10 yards and another six points, with the conversion again being missed.

Palm Springs regained the lead when Lloyd Brubaker passed to Alvin Harrison for 60 yards and a score. Martin ran the extra point again. Both Brubaker and Harrison were held out of most of the game due to previous injuries.

BREA-OLINDA added a touchdown in the third quarter on a recovered fumble, and scored two more in the final period on a 17-yard run and a 35-yard pass.

In other games played by RCL teams, Banning defeated Laguna Beach 12 to 6, Coachella was edged by Palo Verde 15 to 13, Perris downed Chino 19 to 6, San Jacinto routed Mt. Empire 68 to 0, Hemet defeated Valencia 25 to 7, and Elsinore lost to Corona 34 to 13.

The Indians start league play next Friday night at Elsinore.

Grand Juries to Discuss Relief

Ted Todd of Corona, chairman of the Riverside county grand jury's committee on relief problems, will attend a meeting of more than 100 representatives of 25 California county grand juries at San Rafael tomorrow, Edgar L. McCoubrey, chairman of the county jury, said Friday.

The session, sponsored by the Marin county grand jury, will discuss relief problems through-out the state.

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"IF YOU CAN'T STOP, WAVE AS YOU GO BY!"

Golf is Tops for Youth



Veteran pro Mike Ford, father of tournament star Doug Ford, says: "Golf develops a sense of responsibility in a youngster which makes for success or failure in his life." Alex Morrison heartily agrees with Ford.

By ALEX J. MORRISON
Author of "A New Way to Better Golf," Teacher of Champions

THE VETERAN New York pro, Mike Ford, father of tournament star Doug Ford, is on record as recognizing the finer things to be had through golf. By finer things I mean those that strengthen a man's character, period.

Some time ago, in Herb Graffis' Golfing magazine, Mike presented his views giving added emphasis to the matter of a sense of responsibility. In case you are too willing to regard these words as old fashion, out of step with the times or just plain trite, allow me to explain their meaning in terms of your everyday life.

It is a lack of any sense of responsibility that finds: a motorist endangering your life on the road, a friend or acquaintance short-changing you and a golfer seeking an unfair handicap or failing to play the game properly. In short, your

life and the world in general would be so much better if more people showed this sense of responsibility.

SO WE heartily endorse Mike Ford's views:

"I'm a lucky man. Every father wants each of his sons to do better than Pop ever did on the job. My son Doug has gratified this ambition. Doug started golf as a caddy when he was a husky little lad. Caddying, I know from my own experience, develops a sense of responsibility in a youngster. And when you get right down to it a sense of responsibility is the difference between success and failure of kids. For example, it's a great responsibility for Doug to be touring the tournament circuit with his lovely wife, Marilyn, their 9-year-old son Douglas, Jr., and 3-year-old Mike in their trailer home. You stay strictly on the job that way. My wife and I are proud that our children have this quality."

Morrison also is proud to count these Fords among his friends.

"A sense of responsibility" words to confute with for golfers and others.

(Copyright, 1954, King Features Syndicate, Inc.)

Tamarisk Club to Back Polo Team

Tamarisk Country Club will sponsor a polo team during the 1954-55 season, captained by W. W. Moore, Manager Ted Cadman announced this week.

Competitors will be the Palm Springs and Shadow Mountain teams, as well as other outstanding Southern California squads.

The Desert Sun—5¢
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

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100% Cashmere Pullover Sweaters	\$35.00	\$22.50
Sizes 38-40 only		
Imported Ballantyne		
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Imported All-Wool Hand-Framed		
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Embroidered Slack Sox	5.00	2.85
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All-Wool Gabardine		
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100% Irish Linen, Hand-Tailored		
Jackman Slacks	30.00	19.50
All fabrics, wide assortment of patterns and styles		
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Call for Free Estimate — Terms as low as \$5 a month

The Desert Sun—6th
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Classes Started at Palm Valley School Today

Palm Valley School, private coeducational day school, starts its 1954-55 term today, Monday, with classes scheduled to begin immediately.

Transportation to and from the school is provided by station wagon buses, and a wholesome lunch is served daily at 1 p.m.

Grades 5 and 6 have been added this year, with students ranging from five through 12 years of age.

Although school has now started, enrollments will be accepted for periods of one month or more during the school year. J. Blake Field, owner-director, reported.

Crusade

Graham Film to be
Shown at DHS

"London Crusade," an hour-long documentary film of the three-month campaign of Evangelist Billy Graham in England, will be shown at the Desert Hot Springs Baptist church at 7:30 p.m. Wednesday night. The church is eight doors west of the post office on Pierson boulevard.

Filmed entirely in England, the film depicts Graham's campaign in England.

Doors to the church will be opened at 6:30 p.m. with the program to start at 7:30. All seats are on a "first come, first served" basis with no admission charge.

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HICKS, HAROLD J.	2736
813 N. Palm Canyon Dr.	
ISRAEL, ADOLPH	2981
671 N. Palm Canyon Dr.	
JOHNSON, GENE W. &	
MILLER, RAY	3722
596 S. Indian Ave.	
KOTY, FRED F.	2522
380 N. Palm Canyon Dr.	
MATHEWS, CHAS. J.	6821
MILLER, FRANK W.	2929
428 N. Palm Canyon Dr.	
MUNHOLLAND & CO.	3673
1059 N. Palm Canyon Dr.	
NELSON, AMY	4627
2277 N. Palm Canyon	
NATHANSON, JERRY	5234
482 N. Palm Canyon Dr.	
NICHOLS, CULVER	2182
861 N. Palm Canyon Dr.	
RAY, TERRY	2064 or 5103
773 N. Palm Canyon Dr.	
ROCKS, MADGE O.	7375
P.O. Box 669	
SHEPTENKO, PETER B.	2727
The Pioneer Realty Co.	
475 N. Palm Canyon Dr.	
VENGER, LOUIS	6060-5595
3775 N. Indian P.O. 1447	
WEINSTEIN, RALPH	2884
256 1/2 S. Palm Canyon Dr.	
WILLIAMS, JOHN W.	3311
423 N. Palm Canyon Dr.	
WRIGHT, BILLY	5727
180 S. Indian Ave.	

CATHEDRAL CITY

BILES, RUTH	8-4371
56 Glenn Street	
HILLERY, WILLARD R.	8-347
JORGENSEN, E. M.	8-3401
68-574 Broadway	
SHERILL, R. H. "Bob"	8-3543
707 and 713 "D" St.	

COACHELLA

RALPH L. STEPHENS CO.	85-205
Hiway 111 and Hill Dr.	

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EDITH EDDY WARD	76-3431
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PIZZA

Cirone's BIT OF ITALY

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Your Hosts



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Chuck Travis at the Piano Bar

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Rio Del Sol Road — Rancho Mirage
10 Miles South of the Village off Hiway 111

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LEON LaFOND
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Next to the Village Pharmacy

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The Only Intimate Night Club Atmosphere
in the Palm Springs Resort Area.

SIP 'N' SUP with

CONNIE and RUBY, Your Hosts
238 N. Palm Canyon Drive Phone 9014



FAMED MOTION PICTURE COMIC—Tommy Noonan, who has climbed the ladder of fame so high since his last appearance in the Starlite Room of the Chi Chi, recently received rave notices for his supporting comedy role to that of Judy Garland in "A Star is Born." He also played a terrific comedy role in "Gentlemen Prefer Blondes." He is considered a must starting Tuesday in the Chi Chi Starlite Room when he appears with his wife in his act, together with a supporting all-star cast.

COMEDY STAR RETURNS TO CHI CHI

Tommy Noonan has gone a long way since his last appearance in the Starlite Room of the Chi Chi. As a straight-faced comedian, he is without a doubt, in the opinion of critics, above parison with any contemporary on the stage today. He is well remembered here

for his "Chef" business and many other originals in comedy, particularly as the bored English motion picture director.

His latest triumph is as the supporting comic in Judy Garland's picture, "A Star is Born." He was also featured as a top comedian in "Gentlemen Prefer Blondes." Tommy Noonan's return to Palm Springs this time will be with the assistance of his lovely wife in his act as "Pocahontas."

Also on the all-star bill are Priest and Fosse, well known musical comedy favorites, and Arnold Dover, TV's famous impressionist.

In addition, there is the favorite music of Bill Alexander and his band for dancing.

Wounded

Dropped Gun
Proves Painful

Dorothy Southern, 2960 Via Vaquero, suffered an accidental gunshot wound in her right leg when she dropped a gun off a kitchen table while attempting to move it, police reported. Mrs. Southern was taken to Desert Hospital for emergency treatment, after the accident occurred at 8 p.m., Thursday.

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(Desert Sun Photo)
SOMETHING NEW — George and Ethel Strebe are pictured on opening night at the Doll House, in the doll shop that is a new addition this season. Dennis the Menace fans, who read the cartoon in The Desert Sun, will recognize the doll that they are holding.

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates).

October 5

Soroptimist Club, Chi Chi Blue Room, noon.
Kiwanis Club, Chi Chi Star-lite Room, noon.
Palm Springs Shrine Club, Doll House, noon.
Owen Coffman Unit 519, American Legion Auxiliary, Wars Memorial building, 8 p.m.

October 6

V.F.W. Auxiliary, Wars Memorial Hall, 8 p.m.
Desert Chapter No. 150 R.A.M., stated convocation, Masonic Temple, 7:30 p.m.
Rotary Club, Biltmore hotel, 12:10 p.m.

October 7

Lions Club, Chi Chi Blue Room, noon.
Los Compadres, at clubhouse, 8 p.m.
Palm Springs Chapter No. 576 Order of the Eastern Star, Masonic Temple, Ramon Road, 8 p.m.
Toastmasters installation, Town and Country restaurant, 7 p.m.

Myrna Stuart Betrothed to Donald Stone

Mr. and Mrs. Sam L. Stuart of 251 Via Sol, are announcing the engagement of their daughter Myrna Arline to Donald Stone, son of the Frank Stones of Malibu.

Myrna, who graduated from Palm Springs high school two years ago, attended the Rita LeRoy modeling school in Westwood after graduation. This summer she visited in New York and Chicago.

Her fiancé graduates this June from University of Southern California, completing studies which were interrupted by his military service as a paratrooper. He is studying architecture and accounting.

The young people, who plan a marriage in March, will be honored at a reception to be held at the Stuart home on October 24.

O.E.S. Election Thursday Night

Palm Springs Chapter No. 576 Order of the Eastern Star will hold election of officers for the forthcoming year when they meet Thursday, at 8 p.m. in the Masonic Lodge on Ramon road. Mabel Halliday, Worthy Matron and Russell Smedley, Worthy Patron, will preside at the meeting.

On the refreshment and decorations committee will be: Ruth Wiley, May Paul, Lorraine Carl, Bertha Engebretson and Joan Forvily.

All members are urged to attend this important meeting. Visiting members of the Eastern Star are cordially invited to attend.

Noted Author and Family Return

The William Bruckners of 485 Avenida Palmera (he writes the Loretta Young show) spent their summer in Los Angeles, returning in time to enter their son Kenyon in school.

Kenyon attended Catalina Boys' Camp during the summer and the Bruckners made a couple of excursions down into Mexico to attend the bullfights.

Simply Typical
Jimmy Morton's tale of what happened to him in Bermuda this summer is simply typical.

(More, page 3b)



(Desert Sun Photo)
OPENING NIGHT — A table for six at the Doll House opening, included from left, Mrs. George Beebe, C. C. Hutchens, Jane Wade, Mr. Beebe, Mrs. Hutchens and Mr. Wade.

Officials to Pay Visit to Auxiliary

The Auxiliary of the Veterans of Foreign Wars Frontier Post No. 5987 will have their annual inspection by 22nd District President Marie Finley of Indio, when they meet Wednesday evening at 8 p.m.

The meeting will be held in the Auxiliary Room at Wars Memorial Hall with Mrs. Cy Oistad, Auxiliary president, presiding. Preceding the meeting will be a 6:15 p.m. dinner at the Chi Chi honoring the District President. All Post members are invited to attend.

Other District dignitaries expected to attend both the dinner and the meeting are Senior Vice President Katherine Eaton of Brawley, Secretary Myrtle Hutchings of Indio and Trustee Helen Hobbs of Banning.

Mr. and Mrs. Edward Shattuck were expected down to spend the weekend at Palm Gardens.

P-TA Drive for Members This Week

Themed to "Progress through Action" the membership drive for Cahuilla P-TA starts today and continues all week.

Promoting the annual drive, there will be an "ocean race" between classrooms, with a prize for the winning room enrolling the most members. Brown envelopes will be sent home with each child.

Mrs. Phillip Zanville, Cahuilla P-TA president, urged today "Have a hand in P-TA by becoming a member now."

One of the first events of the school year will be a P-TA chuckwagon potluck on October 19.

Mr. and Mrs. Don Castle and their three children, Gregg, Gretchen and Atty, have returned after spending most of their summer at their home in Garden Grove, only 10 minutes from the Orange County beaches.

THE DESERT SUN

and PALM SPRINGS NEWS

Page 1-b Palm Springs, California, Monday October 4, 1954 2nd Section

Around Town

with Hildy Crawford

This is Palm Springs in October . . . blessed by bright, warm sunlight and clear air . . . that just makes you feel glad to be alive . . . The warm weather is matched by the warmth of the friendly Village spirit . . . and the heart-felt pleasure of welcoming back those who strayed abroad this summer . . . The summer siesta is over . . . The vanguard of winter visitors and part-time Villagers has already arrived . . . The wheels are starting to roll and we are off to what looks like a very gay winter . . .

Doll House Opens

In good old Doll House tradition that popular night spot was well-filled for its opening . . . It's always one of the first and biggest of the early season . . . A woman from Chicago told me she had been here two days and hadn't seen anyone on the streets . . . "Where did all these people come from?" . . . She was a little surprised when I told her that a lot of them had been here all summer . . .

Trav and Willie Rogers were with Frank Bogert . . . Zaddie Bunker had the Haskell twins from the airport at her table . . . Saw Nacio Herb Brown, the songwriter, in the crowd . . . Joe and Virginia Gamble were with Mr. and Mrs. Norman Loftus . . .

Talked with Fran Blush and Bob Palmer, who had a strategic table . . . the Bob McKenzies, Harold Murphys, Billy Wrights and Mr. and Mrs. A. R. Simon . . . The Harold Wests were there and the Harold Houghs . . . E. L. Stancliff, Cub Parker . . . the Robert Kesslers . . . Mabel Russell and Marty Keith . . . the Russ Wades, George Beebes and C. C. Hutchens . . .

The George Wheelers had in their party the Austin Spencers, Gina Gambogi, the Karl Pauls and Evelyn Pell . . . With the Kay Olsens was their houseguest Miss Margaret Ruley of Portland . . . who is on her way home from a trip to New York . . .

Florence Murphy's niece husband Harold has gifted her with the most unique of rings . . . It's a 3-decker ring of red rubies, white diamonds and blue sapphires and a treasure piece . . . I asked if it was an anniversary or something . . . and she said it was just for getting well . . . Florence, you know, had an emergency operation this summer, which was a close call . . .

World Flight

A note from Louise Horner in Glencoe, Illinois . . . all about their around the world flight that starts in November and will keep them away from Palm Springs until mid-February . . . She and Commander Maury leave New York on November 11 . . . and will visit Rome, Athens, Istanbul, Delhi, Benares, Bangkok, Djakarta,

Bali . . . Singapore, Manila, Hong Kong, Tokyo and Honolulu . . .

Commander Tom White and George Goldberg will meet them in Bangkok and continue the rest of the trip with them . . . Louise writes . . . "Hate to miss so much of Palm Springs this year . . . but Maury and I are celebrating a very important anniversary and we thought it would be fun to do it this way" . . . We'll miss them, too . . .

Mrs. Phil Boyd told me that she had had a letter from Melba Bennett from Paris . . . that they were going to Italy so Melba could visit the art galleries . . . and then to Spain so Frank could get in some shooting . . . She said they have reservations to sail for home the last of November . . . and after visiting with DeeDee in New York . . . expect to be in Palm Springs for Christmas . . .

At the dinner in Banning Friday night . . . Governor and

The Roy Colegates and their daughters Caroline and Cathy . . . have been back in the Village for a week or so . . . They spent most of their summer in Riverside . . . with a fortnight at Carmel and a week at Playa del Rey . . .

Mr. and Mrs. William E. Colven and sons Bob and Eddie, were in Glendale this weekend to visit friends, the William Lloyds . . . The Colvens, who live on Calle San Antonio, were in and out of the Village all summer . . . spending some time at Lake Arrowhead . . . and two weekends in San Diego . . .

Simply Typical
Jimmy Morton's tale of what happened to him in Bermuda this summer is simply typical . . . He was sitting at a table in a cafe . . . when he heard someone at the table back of him say . . . "This is a very wonderful place . . . but there's

(More, page 3b)

PALM VALLEY SCHOOL

A Private Day School for Boys and Girls

Opening Monday, October 4

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- Monthly Enrollments
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Swimming — Supervised Athletic Program

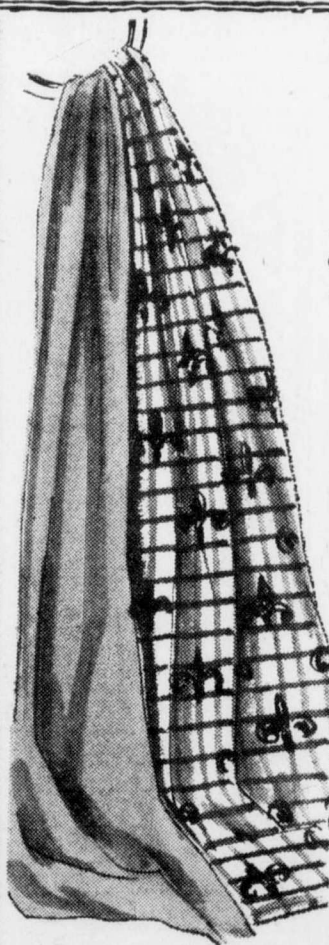
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AND . . .

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Just call Palm Springs 8-4611 or Palm Desert 76-2581, and we'll make all arrangements.



Desert Air HOTEL AND COTTAGES
PALM DESERT AIRPORT

Located 10 miles south of the Village off Highway 111 on Rio Del Sol Road

Courtesy Week to be Observed Here Next Week

Plans for the annual observance of Courtesy Week next week in Palm Springs have been completed by the Chamber of Commerce and affiliated groups. The event is sponsored by the Retail Merchants division of the Chamber.

Adrian Rosen, head of the division, is chairman of plans for the week and Larry Quinn is vice-chairman. Other members of the committee include all of the directors of the Retail Merchants.

Name badges will be distributed and information on Palm Springs and the surrounding area, furnished.

Courtesy Week this year will start one week from today, October 11, and continue until October 16.

(Continued from page 1b)

Around Town

just nothing like Palm Springs" . . . With that Jimmy did a double take and found it a friend of his . . .

Jimmy had a fabulous summer . . . He traveled 16,000 miles and if he hadn't taken wings he would never have made it . . . Bermuda, the Virgin Islands, New York, Chicago, Lake Geneva . . . Denver, Seattle, Vancouver, San Francisco, Pebble Beach . . . Jimmy certainly got around . . . Busy as he was, he took time to visit Boys Town to pick up some ideas for Mickey Finn's Boys Ranch . . . He's been back almost a month and is (you guessed it) still busy . . .

The Joseph E. Sterners have returned to their desert home at 1148 South Calle Ralph after a delightful summer in Maryland . . . While there they also visited in the Virginias and Carolinas . . . The Sterners have disposed of their property interests in the east . . . where ne was a vice president of the Williamson Heater company in Cincinnati and are now full-fledged Villagers . . .

Talked with Margaret Manasse over the telephone . . . and it was nice to hear her voice again . . . The Manasses were up at Hayden Lake (40 miles out of Spokane) and played golf despite the rain . . . They were in Sun Valley for a week but it got too cold for them and they drove down to Las Vegas in a day . . . They've been in town (but very quiet) for a month . . .

Lloyd Pantages is with them . . . and Carmen Considine and her daughter Erin flew down this weekend . . . Erin is to be married this month to Bart Ross of TV . . .

Kiners Are Here

Ralph and Nancy Kiner and their adorable little son Michael are back at Thunderbird . . . and watched the world series with Lou and Ruth Manseau and the Barney Hinkles . . . at the Hinkle home . . . The Kiners' second child is expected within eight weeks . . .

Joe and Phyllis Froggatt flew to New York a few days ago . . . where they will meet her mother Mrs. Rose Livingston when she gets in from Europe . . . They are due back at Thunderbird on October 14 . . .

John Barde of Palm Springs and Beverly Hills, has completed the decorating of Bob and Andrea Howard's new home . . . and left for New York prior to sailing for France where he has accepted other commissions . . . He is the son of Arthur and Sue Miller of Palm Springs . . .

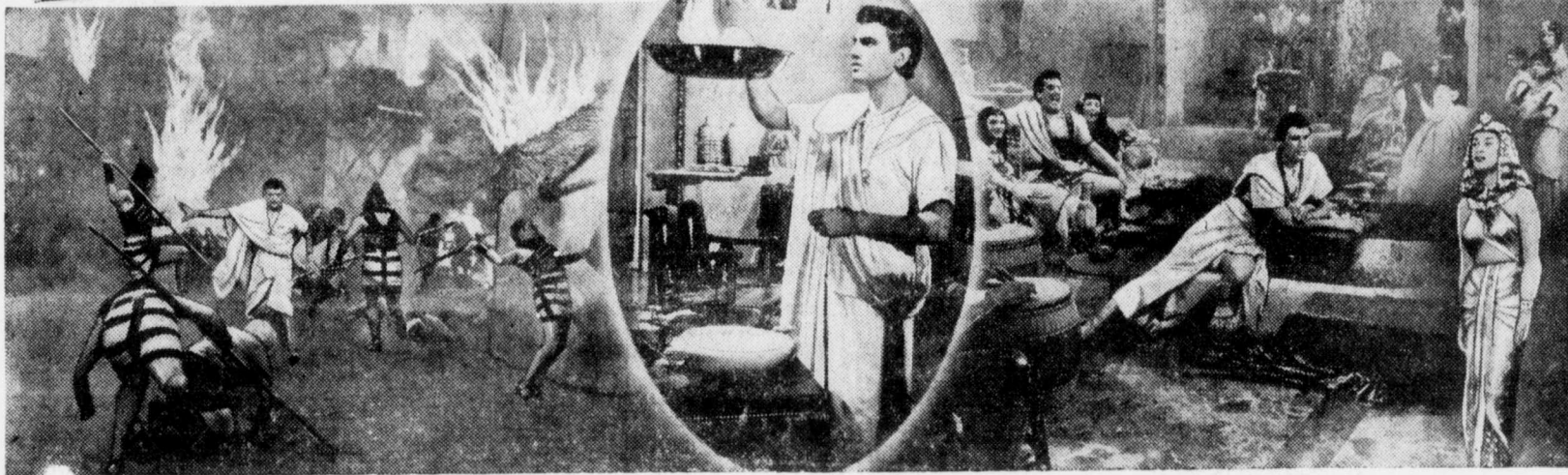
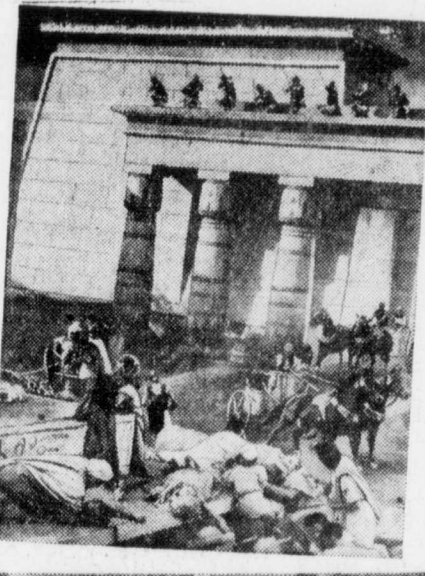
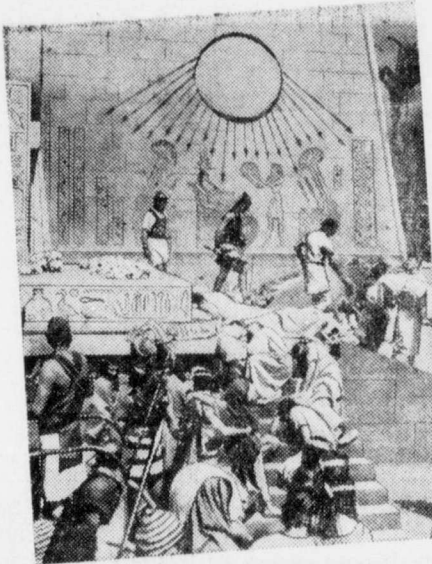
Old Timer—a fellow who remembers when a man did his own with-holding on his take-home pay.—Fifth Wheel.

CLASSIFIED ADS
READ SUN

The Desert Sun—3b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

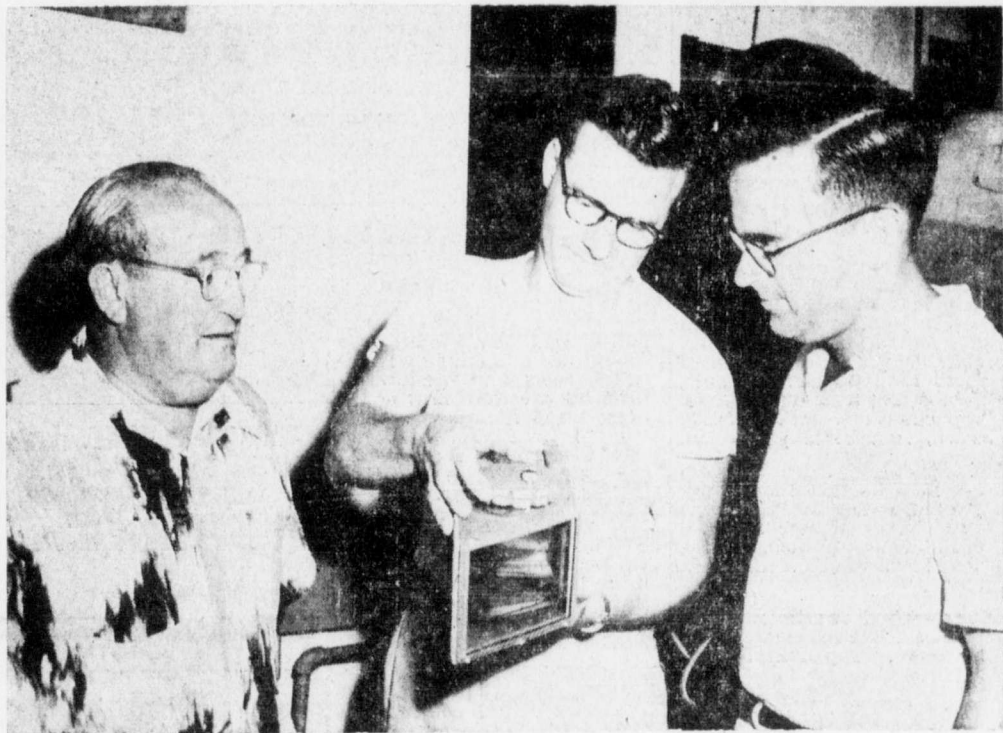
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for
GOVERNOR
GOODWIN J. KNIGHT
ON
NOVEMBER 2

S. Thomas Bucciarelli
Knight for Governor Committee
3900 Market Street



CINEMASCOPE AT SUNAIR — With its grand opening Sunday night, the Sunair Drive-In theater presented the 'Desert Premiere' of Mika Waltari's best selling story, "The Egyptian," filmed in color by De Luxe. Shown above is a panorama of highlights from the movie, with authentic sets, costumes,

rituals and modes of life in Egypt thirty-three centuries ago having been reproduced to the smallest detail. Produced by a Village resident, Darryl F. Zanuck, the picture co-stars Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi and Peter Ustinov.



NEW CINEMASCOPE LENS — George Daniel, Sunair Drive-In projectionist, explains to owner Benjamin Bronstein and manager Bill Bronstein, the workability of the new Super Panatar, the variable anamorphic lens developed by the Gottschoke Laboratories. This lens enables projectionists to project any screen ratio of a wide screen picture by merely turning dial as illustrated by Daniel, center. "The Egyptian" will be the first CinemaScope picture shown with the use of this lens at a drive-in theater in the entire desert area.

Preservation

Plan Organization to Protect Desert

Preservation of desert areas which have a scenic, scientific, historical and recreational value is the objective of a proposed new organization to be formed at a picnic campfire at the entrance to Deep Canyon on October 23, it was announced by the committee working on the plan.

The committee is composed of Ana Mary Elliott, Randall Henderson, Mary V. Hood and Joseph Momyer.

The meeting will be held at 7 p.m. October 23. It is planned to have the group meet at the

Desert Magazine building in Palm Desert and proceed up Portola avenue to the scene of the campfire.

Site of the meeting place is just outside of the Palm Springs Desert Museum sanctuary. It is two miles south of Highway 111.

Council to Resume Evening Meetings

City council will meet tomorrow night in council chambers at the city hall at 8 o'clock.

The meeting will mark the resumption of evening meetings following a series of afternoon meetings during the Summer months.

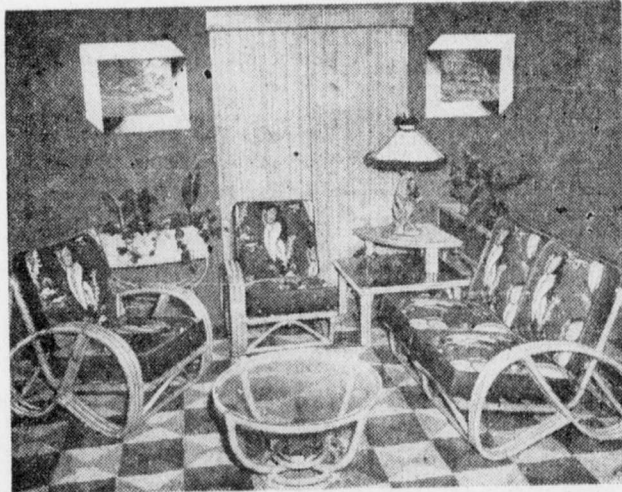
Tramway

Look Magazine Plans Article

Look Magazine, which featured an article on Palm Springs several issues ago, returned last weekend to gather information on a proposed article on the Tramway of the San Jacinto Winter Park Authority.

The Chamber of Commerce is cooperating with Look Photographer and writers in the preparation of the article.

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POMONA

Sunair Starts New Era in Motion Pictures this Week

During a gala opening this weekend, the Sunair Drive-In theater marked its fourth anniversary with the desert premiere of "The Egyptian," presented to the public for the first time on a local drive-in screen in CinemaScope.

This show climaxed six months of planning and construction of a giant-size new screen at a cost of more than \$17,000, with the front of the tower still under improvements. The finishing touches are planned by November.

SUNAIR OWNER Benjamin Bronstein, who for 30 years has owned and operated theaters in California, has been consistently progressive and has given the theater-going public the best in new technical and mechanical developments of the motion picture industry. The new screen, which measured 45 by 60 feet, has been increased to 46 by 94 feet making it one of the largest in the country. No cost was spared and it towers some 80 feet into the air and is finished as one solid sheet. It is flat, not curved, and will afford to viewers a better reproduction of wide screen pictures.

The theater will show new productions in CinemaScope with the use of the new revolutionary Super Panatar variable anamorphic lens, which was developed by the Gottschoke

Laboratories. This lens allows projectionists to project any screen ratio to a wide screen picture.

THE FIRST CinemaScope picture to be screened by the Drive-In is "The Egyptian," produced by Palm Springs resident Darryl F. Zanuck, and starring a host of top Hollywood actors and actresses. The story of "The Egyptian" is set in Egypt some 33 centuries ago, and no holds were barred by 20th Century Fox in making it one of the most authentic pictures to be released from the film capital.

Said Villager Zanuck when asked why he had made this picture, "I saw an opportunity of bringing to life a colorful era from civilization's infancy which had never before been filmed." This picture is Zanuck's first production since 1952.

ON THE SCREEN as companion to "The Egyptian" will be news, cartoon, and selected short subjects.

Sunair manager Bill Bronstein, in answering questions about the new construction said, "We want the people of this area to enjoy some of the finest entertainment that can be obtained, and we will continue always to keep in pace with good motion picture achievements."

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UNDER THE SUPERVISION
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OF CHIN AND HARRY
BACK AGAIN.
COCKTAILS BY THE
BEST IN
THE BUSINESS
SOUTH SEA ISLAND
ATMOSPHERE
DON'T FORGET WE
ARE CLOSED ON
TUESDAYS — AND
OPEN FROM 5:30 P.M.
TO 11:30 P.M. EACH
DAY
HERE'S HOPING WE
SEE YOU
AT
SCARI'S
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PHONE 8-5155
SINCERELY
VINCE AND JUNE
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MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

The Desert Sun—4b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Classified ...Ads...

The Desert Sun
and PALM SPRINGS NEWS
Published every
Monday and Thursday
(Except June, July and August, when
published Thursdays only)
PHONE 2249
Box 190, Palm Springs, Calif.

RATES

(Minimum ad, 3 lines—count 24
lines and spaces to a line)
1 time, per line 75c
(Min. 2.25—1.50 cash in adv.)

1.00 1.25 2.25

Ads ordered for more than one time
must run in consecutive issues to earn
above rates, otherwise single insertion
rate will be charged for each time run.

• Save by ordering your ad run 4 or 9
times—if canceled before completion,
you will be charged at nearest rate
applicable for times run and get a
REFUND for the difference.

• This newspaper cannot be responsible
for more than one incorrect insertion;
please notify us promptly of any error
in your ad.

• DEADLINES—for new copy or cancella-
tions: MONDAY ISSUE—5 P. M. FRIDAY
THURSDAY ISSUE—5 P. M. TUESDAY

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of Palm Springs apartment
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may be obtained by telephoning
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REFINED widow, 50, excellent
cook, homemaker, handle kit-
chen help, hostess dining
room experience, willing, cap-
able, dependable. Like car,
like people. Local references.
Write Desert Sun, Box 190,
File J-9.

MALE PIANO player desires en-
gagements one or two even-
ings per week, either alone
or with orchestra, for dances
or song fests. Can improvise
play by ear and has large re-
pertoire of old favorites. P.O.
Box 1182, Cathedral City.

Screened, experienced person-
nel. Domestic, restaurant, hotel,
office, medical.
**EMPLOYMENT
SERVICE AGENCY**
135 E. Andreas Road
Phone 2901 Phone 2536

COUPLE to manage motel or
apartments, any number.
Well trained, 12 years' expe-
rience as manager and main-
tenance. Excellent local ref-
erences. Call 2904, Banning,
Calif.

WANTED light work for small
wage or apartment for 2, by
active elderly man. Otto
Haskell. Phone 9074.

HANDY MAN—painting, car-
pentering, house opening, by
job or hour. Phone 5834.

Situations Wanted

AVAILABLE Oct. 1. Man and
wife want to manage hotel
or apartment for coming sea-
son. Best of local references.
Experienced. Call 4686.

YOUNG Swedish man desires
position in private home. Cook
combination butler, excellent
references. Write Desert Sun,
Box 190, File J-13.

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 5850 eve-
nings.

CHILD CARE or practical nurs-
ing, by the day. Phone 7924.

WANT TO DO cleaning by the
day. Phone 3347.

WOMAN, DAY WORK.
PHONE 9033

HOUSEWORK by the hour. Call
after 4 p.m. Phone 5787.

LADY WILL care for children,
day, week or month. Ph. 7061.

Help Wanted

Alteration Lady Open
Auditor, lady R&B \$400.00
Desk Clerk, receptionist 200.00
Food Checker R&B 250.00
Domestic Couple R&B 400.00
Domestic Cook R&B 200.00
PBX Operator, young, typing.
Secretary Open
Social Director Open
Pantrymen—several Open
Housemen—Hotel—in or out
Hotel maids R&B 125.00
Couples, hotel work R&B 165.00
Mothers Helper R&B 165.00
Waiters, waitresses, bus boys.
**EMPLOYMENT SERVICE
AGENCY**
135 E. Andreas Road

NO FEES

Are You Registered
With Us?
We serve members throughout
the desert area.
Bookkeeper, P.C.
PBX and cashier (relief)
 stenographer

Apply in person:
PALM SPRINGS
EMPLOYERS ASSOCIATION
224 N. Indian Ave.

ARTIST for label designing, ab-
ility to do fine lettering and
good designing essential.
State experience. Write De-
sert Sun, Box 190, File J-1.

CHEVROLET or G.M. mechanic.
Must furnish A1 references,
permanent or seasonal job.
Ask for Bill Helms.
STACK CHEVROLET

EXPERIENCED salesman, auto-
mobile. Apply Beebe DeSoto-
Plymouth. 682 South Palm
Canyon Drive, Phone 7022.

HOUSEWIFE to assist mother.
9:30 to 2:30, four weeks only
after birth of baby. No infant
handling. Phone 5472.

Active real estate salesman.
Local experience.
AMY NELSON
2277 N. Palm Canyon Ph. 4627

DWYER'S BUSINESS SERVICE
EMPLOYMENT AGENCY
256 S. Palm Canyon Ph. 7691

Bus. Opportunities

COCKTAIL BAR and RESTAU-
RANT, with large dance floor.
Will seat over 140. Liquor li-
cense and equipment. All for
only \$20,000. \$6,000 down.
Won't last long, so call at
once for an appointment. Pete
Sheptenko, 475 N. Palm Can-
yon Dr. Phone 2727.

OPENING Oct. 4th. Guarantee
Garage near KCMJ. Cecil and
Bill Hager ready to put your
car in expert running order.
Phone 7655.

AUTOMATIC wash rack, zoned
M1 on Palm Canyon Dr. M. G.
Mead. Your agent or call
2621.

SACRIFICE, Trailer Park, living
quarters, 18 spaces, gas sta-
tion and lunch counter. Write
Desert Sun, Box 190, File J-7.

FIRST class restaurant fixtures
at the Desert Farmers Mar-
ket, 444 N. Palm Canyon Dr.
Corny's Bar B Q, owner.

PROFITABLE business for sale.
Would be interested in right
partner. Write Desert Sun,
Box 190, File J-8.

PALM CANYON Drive hotel for
lease or trade.
Phone 9053

Business & Financial

PRIVATE money wanted for
new home buyers. Bonus plus
good interest. Inquire at
AMY NELSON'S
Real Estate Office
2277 N. Palm Canyon Drive
Phone 4627

YOUNG MAN with experience
and general contractor's li-
cense (B-1) needs capital to
build. Your terms. Write Box
190, Desert Sun, File J-2.

DO YOU need money on your
property or vacant lot? 1st or
2nd trust deeds made. 205 So.
Indian.

FIRST T.D.'s wanted.
Palm Valley Realty Co.
Box 99 Palm Springs 8-3481
Wonder Palms Rd. & Hiway 111

TRUST DEEDS bought, small
discount, private party. Write
J. Nagler, 330 N. Alfred, Los
Angeles.

1ST AND 2ND TRUST DEEDS
BOUGHT. JAS. CAMPBELL,
205 SO. INDIAN.

Lots & Acreage

TEN ACRES, 10 minutes from
Post Office. \$8500. SE corner
of SW quarter of Section 15.
By broker or owner. Nord-
holm, 419 Griffith Way,
Fresno.

1/2 ACRE \$2950, at 2714 Anza
Trail (near Smoke Tree
Ranch) Call 4620.

2 VIEW lots, Carmelita and Del
Monte, owner, Cr. 6-0404—
Cr. 19322, Beverly Hills.

CORNER lot 100x102 with north
wall, \$1575.

Phone owner 3236

For Sale or Exchange

DON'T BUY

"BUILD"

HERE'S THE REASON WHY
FOR \$13,750 you can have 3
bedrooms, 2 bathrooms, living
and dining room, kitchen.
Lots of cabinets, dinette, stone
fireplace, forced air furnace,
cooling system, insulated,
large closets, 436 square feet.
Double garage, large concrete
patios and driveway. Many
other fine features. Finest
construction. On your lot...

Other dwellings as low as \$7.50
per foot. Apartments as low
as \$8.00 per foot.

or
will draw

Plans Free

to your liking
IF I BUILD

RESIDENTIAL—COMMERCIAL
INCOME
Prices and Quality Cannot
Be Beat

COMPARE NOW

DARWIN

PHONE 2305—7665

TRADE—6 unit income Monte-
rey Park for acreage or other
property near Palm Springs.
\$21,000 equity, \$39,000 cash.
Write Box 332, Alhambra. Ph.
AT 17385.

Real Estate—For Sale

PALM SPRINGS FOR CLIMATE

HAROLD HICKS

FOR
REAL ESTATE
For Over 30 Years

LOT BUYS
SO HOT THEY SIZZLE

INCOME LOT
R-2. Bungalow court zoning.
100 x 100. \$1850

RESIDENTIAL LOTS
R-1. Two adjoining lots in good
location. Each 120 feet front-
age. Buy them both for:
\$4500

PALM VISTA ESTATES. Palm
Springs newest residential
subdivision. All view lots—
estate size. Protected area
adjoining Las Palmas Estates.
From \$7570

LAS PALMAS ESTATES. Our
finest residential area. 120 x
130. \$9000

BEST HOUSE BUY. South Tah-
quitz River Estates, 3 bed-
rooms, 2 baths, 2 car garage,
heated pool, completely fur-
nished. Good terms. \$32,500

IF IT'S FOR RENT OR
IF IT'S FOR SALE, OR
HAROLD HICKS HAS IT

HAROLD HICKS

REALTOR
813 North Palm Canyon Drive
Phone 2736

AND ASSOCIATES
Mildred Jackson - Ray Baur
Burnham Bigelow-Ken Herman

Don't Buy This

Unless You Want a Bargain
HEATED pool, 3 bedrooms, 2
baths, large enclosed lanai,
walled and landscaped,
double garage, sprinkler sys-
tem, irrigation water, top lo-
cation. \$25,000. Furnished. Terms.

INCOME
9 UNITS practically new. Pool.
Beautifully landscaped and
furnished—on the main
street. \$75,000. Terms.

\$995.00 DOWN
2 BEDROOMS, 1 bath, modern.
Lots of glass.
Full Price \$9,950.00

IF IT'S FOR SALE
WE HAVE IT

Terry Ray

REALTORS
Jules De Vorzon Helen Churchill
Howard Palmer Ernie Dunlevie
773 N. Palm Canyon Ph. 2064

FOR REAL ESTATE
SEE
COL. WARD WOOLDRIDGE
Action and Honesty is
the Service To You
238 Indio Rd. Ph. 2360 anytime.

NEW TRIPLEX on 100 foot lanai.
Large apartments, nice lanai,
dry room, one block from bus
line. A real buy at \$5000
down. \$130 month

BOZE Phone 5370

Real Estate — For Sale

CULVER NICHOLS

SUBDIVIDER AND DEVELOPER

AT 861 NORTH PALM CANYON DRIVE SINCE 1932

\$11,500. DOLLAR FOR DOLLAR nothing to compare.
Completely furnished, 3 bedrooms, 2 baths, fireplace, steel
casement windows, lot 100x102. Terms.

\$2500 down. New spacious, 2 bedroom home, beautiful, close in
area near grade school and park. Only \$13,900.

\$2000 down. Fine large luxury type home, exclusive area, walled
120' lot, 3 bedrooms, 2 baths, 2 car garage, now \$20,000.

BRAND NEW. spacious, deluxe, 2 bedroom, 2 bath, ducted heat-
ing and cooling, fireplace, \$16,500. Terms.

BEST BUY IN TOWN in estate area home—spacious rambling
3 bedroom, 3 bath home, huge living room with fireplace over-
looking sheltered view patio-lanai and fine swimming POOL.
large walled lot, sprinkler system, landscaped, 2 car garage.
COMPLETELY FURNISHED too and now ONLY \$29,500. Don't
waste time wishing, call 2182 to see this beautiful home
TODAY.

LUXURIOUS ESTATE. 3 master bedrooms each with bath, two
maids' rooms with bath, den room with bar, lanai overlooking
pool and landscaped yard, double garage, furnished. Reduced
to \$35,000.

GOLFERS' DELIGHT: Beautiful 2 bedroom, 2 1/2 bath home,
2 fireplaces. Thunderbird Tee No. 10, den, double garage, land-
scaped, let us drive you out to see this. Full price \$57,000.

15 UNITS. POOL ideal location. Steady year-round income. Priced
at \$90,000. An exceptional buy.

R-1 lot, beautiful 100'—\$1500.
BUSINESS LOT on Palm Canyon—\$5500.

RENTAL SPECIALS:

EXCLUSIVE. close in address. Adults only Kitchenette apart-
ments for \$75 and \$100 on lease.

1 bedroom furnished. POOL. \$140 month on lease.

2 bedrooms, unfurnished house \$135 month on lease.

3 bedrooms, furnished house \$175 month on lease.

LUXURY HOMES from \$400 to \$1000 a month with or without
POOLS.

CULVER NICHOLS, Realtor

and Associates
Al E. Hoover
Jane Colgan
John Bernat
861 North Palm Canyon Drive
Phone 2182

George Gannon

AND ASSOCIATES
Realtors
\$1500 DOWN - \$75.00 MONTH
Buys this new quality 2 bed-
room, 1 bath home.
Full price \$10,250

TAHUQUITZ River Estates, \$2000
down, \$85 month, 2 bedroom,
ducted cooling, gas furnace
heat, screened porch, double
carport, large service and
storage room. Landscaped.
Full Price \$11,750

New

3 bedrooms - 2 baths
Luxury, spaciousness and
Custom-built quality

at a price
You can afford

Every quality feature you'd
expect and many extras.
FULL PRICE

\$14,750 - \$15,750
Excellent terms

LOTS

Close-in south side location.
Priced for quick sale from
\$2950. South Palm Canyon to
Mesquite, east one block.

NEW HOME ON YOUR LOT.
\$500 down, 2 bedroom. \$7975.
\$1250 down, 3 bedroom. \$10,250.
\$1950 down, 3 bedroom, 2 bath
\$11,175

MANY PLANS TO CHOOSE
FROM
SEE AT OUR OFFICE

Talk to

George Gannon
and Associates
711 N. Palm Canyon Drive
PHONE 2772

Home & Income

FURNISHED 2 bedroom house
with 1 bedroom furnished cot-
tage in rear, in good rental
area. Only \$13,000, small
down.

RENTALS

1 BEDROOM apartment fur-
nished, in heart of town. \$65
per month.

1 BEDROOM apartment fur-
nished by Barkers, modern,
in south end. \$85.

MANY MORE TO
CHOOSE FROM

Ralph Weinstein

REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884

2 apartment house, furnished.
\$9500—\$2000 down.
Furnished home, \$6825—
\$1000 down.
Louis Venger, 3775 N. Indian
Phone 5595—6060
"All Men Are Brothers"

COL. WARD WOOLDRIDGE
Announces the opening of a
new real estate office at
238 Indio Road, Palm Springs.
Phone P.S. 2360 any time.
Come in and say "hello"

Real Estate — For Sale

THERESA PRESS

PRESS HOMES SOLD OUT

Homes Started
Construction started on home N. Calle Marcus, see now and
select your own colors.
Starting soon homes at Indian Trail, N. Calle Marcus and Tach-
evah Tract. Will duplicate any of these homes on your lot.
Prices start \$9500 up.

SEE US FOR FURTHER DETAILS

\$1000 DOWN. Can't beat this for the price, owner not returning
to Palm Springs. Will give immediate possession. Home has 2
bedrooms and den, large fenced lot, and lots of shrubs. \$11,500.

3 BEDROOMS unfurnished, close to schools and churches. Low
down, good terms. \$11,500.

IF YOU LIKE THE wide open spaces see this large 2 bedroom
home with full length enclosed lanai on 1 1/4 acres of desert
landscaping. Magnificent view. For rent or sale. Rent \$150,
sale \$18,000.

A FAMILY HOME—Your youngsters will love this 3 bedroom,
2 bath home, large fenced lot, large pool, very private. \$17,500.

OLDER HOME, walking distance, beautifully kept, fenced and
landscaped, sprinkler system. Has 2 bedrooms, 2 baths, living
room with fireplace, separate dining room, enclosed lanai,
completely furnished even to linens and dishes. You can move
right in. Cash price \$17,500, on terms \$18,500.

RENTALS:
2 bedrooms and 2 baths, \$125 furnished.
2 bedrooms and 2 baths, furnished, close in, \$150.

INCOME:
Duplex completely furnished, each side 2 bedrooms, 2 baths.
Will trade for home in Palm Springs \$23,500.
4 units with pool, room for 4 more, property in good condition.
Will trade for Los Angeles units. Price \$33,500.
8 units, 5 kitchens, 1 year old, room for pool, heart of town,
\$51,000.

LOTS:
R-1 lot, 100x100, \$1000.
R-1, beautiful corner, \$2200.
Hotel site, 150 feet on Palm Canyon, \$18,800.

See us for your building needs
Plans available at our office.

THERESA PRESS

FIND YOUR DREAM HOME IN THE DESERT AMONG THE VARIETY OF LISTINGS ON THESE PAGES

The Desert Sun—5b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Business Rentals 38

FOR SUB-LEASE. Carpeted and draped office and reception room in Oasis Building, with all or part of complete office furniture. Excellent for professional man or woman. See Muriel Fulton, Realtor, 125 So. Palm Canyon Drive, Ph. 2225.

SECOND floor offices in Strobe Building, suitable for professional purposes. See your broker or phone 4384.

Wanted to Rent 39

WANT IMMEDIATELY 3 bedroom house, furnished with porch and conveniences, on main road, in town or suburbs. Kindly submit rental with particulars, via air mail including when possession can be obtained. B. C. Warlick, P.O.—R.F.D.1, Freehold, New Jersey.

REFINED widow (employed), guest house or apartment furnished, about \$80, references exchanged. Own car. Write Desert Sun, Box 190, File J-4.

TWO BEDROOM, den, unfurnished house. Preferably on north end of town. Year's lease. Call collect, Santa Monica Exbrook 36923.

FAMILY with two school children want 2 or 3 bedroom, unfurnished house, \$100. Call 2866 or 7816.

2 OR 3 BEDROOM, unfurnished house. Write P.O. Box 37.

ELDERLY LADY, care if necessary. Private home, best residential section. Banning. References exchanged. Write Desert Sun, Box 190, File J3.

BEDROOM, ideal for couple. Private bath and entrance, sundeck, patio and refrigerator. Privileges, \$50 month. Phone 3710.

LARGE corner sunny rooms. private entrance, close in. \$10 to \$12.50 week. 330 N. Calle Santa Rosa.

NICE ROOM, close in. \$12 week. Lovely yard, sun deck. 291 Athel St at 277 N. Calle Encilia. Phone 4586.

\$7 WEEKLY and up. Furnished, kitchen privileges. Near airport. Phone 9973.

PRIVATE entrance and bath. good beds, good district, clean, quiet, colorful. Phone 6921.

\$40, BATCHELOR room, private bath and entrance, cooler. 669 Camino Parocela. Phone 4089.

WOMAN TO SHARE MY HOME \$75 MONTH. PHONE 5696 before 9 a.m. and after 7 p.m.

ROOMS for rent by week or month. 210 East Amado.

For Sale or Rent 41

595 CALLE Palo Fierro, home and income. Four bedrooms, 3 baths. Small down payment. Phone 3743.

Apartment for Rent 43

ATTENTION EMPLOYEES. SEVERAL 1 bedroom, sitting room, kitchen and bath apartments, also 2 bedroom apartments available. Low seasonal or yearly rate. Close in, spacious grounds, heated pool, free coffee, homey atmosphere. No phone information. Mira Monte, 524 S Indian Avenue.

COMPLETELY furnished 1, 2 and 3 room apartments, with bedroom, and hotel rooms with separate entrances. By year, season or week. Casa Margareta, 336 Paseo El Mirador. Phone 5385.

NEW 1 BEDROOM furnished, and unfurnished apartments. All have stoves and refrigerators. Carpeting, pool, TV, utilities paid. 548 South Indian Ave. Ph. 4411 evenings and 2407 days.

NEW furnished studio apartments across from Thrifty. TV, pool, all utilities paid. Seasonal or yearly rental \$105 to \$125 per month. Orleans Building, 373 S. Palm Canyon Drive.

BEAUTIFUL centrally located studio or 1 and 2 bedroom apartments and hotel rooms. Available by day, week, month or seasonal lease. Ph. 2761.

SEE OR CALL US For rentals - apartments - Houses -
MUNHOLLAND & CO.
1059 N. Palm Canyon Dr.
Phone 3673

GARDEN APARTMENTS available Oct. 1. Two well furnished new 1 bedroom apartments, with fireplaces. Lease. Easy walking distance to town. 564 S. Calle Encilia.

FURNISHED, 1 BEDROOM, electric kitchen, air cooled, close in, reasonable lease, 362 N. Palm Canyon Drive. Ph. 5252.

SPACIOUS bedroom apartments, close in, quiet, completely furnished. 593 Calle Abonia.

NEW ONE bedroom furnished apartment, pool. Will be ready November 1st. Ph. 6407.

FURNISHED 4 room house in center. Clean, modern, reasonable. 328 N. Calle Encilia. Reasonable. Furnished apartment. 2444 Junipero Phone 6337

Apartment for Rent 43

FURNISHED modern studio apartment. utilities paid. South end residential district. \$50 monthly on year lease or \$105 monthly, seasonal. Ph. 3518.

SPACIOUS 1 bedroom apartment, beautifully furnished, air cooled, panel ray heat, private pool and patio. 970 Parocela Place.

FURNISHED studio, furnished or unfurnished 1, 2 and 3 bedroom apartments. Pool. Reasonable. Season or year. Phone 3448, 1005 N. Indian.

FURNISHED or unfurnished 1 and 2 bedroom apartments. Pool, TV, carpeting, Bermuda Palms, 1675 S. Indian Trail. Phone 6176 or 6478.

MODERN 1 bedroom apt. Completely furnished, linens, dishes, TV connection, utilities paid. South end residential area. Phone 3518.

SINGLE apartment for rent. Completely furnished, large swimming pool, carpet. Utilities paid. By day, week or month. Call 8-3951.

2 STUDIO apartments, utilities and linens furnished and one 3 room apartment with fireplace. 580 Calle Palo Fierro. Phone 4869.

FURNISHED apartment, cooler, fireplace, large pool and yard, view, near Howard Manor. 499 N. Via Miraleste 8-3281 or 8-5213.

SMALL apartment, twin bedroom, kitchenette, shower, private entrance. \$70 per month, including utilities. Ph. 2842 or 7251.

WALK to town from nice studio apartment \$80 month. Nice yard, large closet and kitchen. 291 Athel St. Ph. 4586

ATTRACTIVELY furnished apartment, season or yearly rental. 1419 San Jacinto Way. Phone 5178.

\$15 WEEK UP. Center of town. Built for local workers. Private bath, own modern kitchen. Pool use. Phone 2957.

ONE 3 room apartment and one single, nicely furnished and decorated, reasonable, close in. 301 Tamarisk.

FURNISHED duplex apartment, studio bedroom, kitchen, shower, adequate for 2 adults. Phone 2602.

1 BEDROOM furnished apartment, pool. By year or season. Phone 5417.

NICELY furnished, single and double. \$750 - \$850 season. Rancho Mirador 846-07.

LARGE, 2 bedrooms, furnished, carpeted. Phone 4969 or see 689 S. Palm Canyon.

LOVELY GUEST house, 1 or 2 persons, brand new, furnished, very close in. Ph. 5638.

2 NEW APARTMENTS, furnished, close-in. 435 N. Marcus Road.

2 UNFURNISHED apartments, nearly new, clean, reasonable, near high school. Phone 3561.

Houses for Rent 46

LA QUINTA RENTALS 2 bedroom furnished, \$75 on year's lease. \$100 by month. 2 bedroom and laundry, new \$99 on lease; also cottages by day, week or month.

Splendid 2 bedroom and rumpus room, unusual value \$8500. 2 bedroom furnished, \$7500 - \$1000 down. \$65 month.

Coachella Valley Realty
Phone 93861 - 93436

CELEBRITY'S

MODERN HOME in beautiful setting, 3 bedrooms, exquisitely furnished, lanai and large POOL. Beautifully landscaped lot, walled in. \$500 monthly to January. 1574 Via Soledad. Phone 5392.

UNFURNISHED modern apartments, close in 1 bedroom, \$90, annual lease; 2 bedroom, \$115, annual lease. Open every afternoon. 664 So. Camino Real or phone owner anytime. Office 3555 or res. 8-5752.

FURNISHED beautiful modern 3 bedrooms, 2 baths, large living room, fireplace, baby grand piano, year lease, \$150 month including all utilities. Near Smoke Tree Ranch, adults only. Phone 6831.

FURNISHED and unfurnished apartments \$75 month and up. Furnished houses \$125 month up.

AMY NELSON
2277 N. Palm Canyon Drive
Phone 4627

FOR SEASON, 3 room cottages, on bus lines, spacious grounds, \$75 per month, 2 people, no children, no pets. Also 2 bedroom cottage. Ph. 2621.

DUPLEX. Electrical equipped. Furnished. Adjacent to Thunderbird. Quiet. Will lease for 7020 Highway 111, ph. 8-3398, season.

BEAUTIFUL HOME Will share, or rent room to responsible business person or couple. TV, patio, privacy. Phone 7491.

\$85 PER MONTH, one bedroom furnished house, all electric suitable for two adults only. 410 San Rafael Road (north end). Telephone 2269.

Houses for Rent 46

4 BEDROOM, 4 1/2 bath ranch with television and stable on large piece of land, for season. See your broker or call 4381.

3 BEDROOMS, 3 baths, furnished. Good location. By season or year. 476 W. Baristo Road, opposite Tennis Club. Phone Exbrook 56425.

2 BEDROOM furnished. Patio, garage, fenced. Excellent location and view. Owner, 247 Racquet Club Road. Ph. 4081.

THREE ROOM cottage, \$60. furnished. Phone Desert Hot Springs 42274 between 5 and 7 evenings.

ONE 2 bedroom, furnished. Bath and 1/2. \$125 month. Cathedral Canyon Dr. and B Street, Cathedral City.

1 BEDROOM furnished by Bullocks, wall to wall carpet, year or season. 910 Sunny Dunes Road.

FOR LEASE, nicely furnished 2 bedroom home, 2 minutes from Safeway, nice yard. \$90 month. Phone 5261.

5 ROOMS, 2 large bedrooms. Nice furniture. Garage. Close in. 524 S. Calle Santa Rosa.

OWNERS' attractive two bedroom home. Completely furnished. 515 So. Calle Santa Rosa.

ARTISTICALLY furnished home. 4 bedrooms, 4 baths Tennis Club area. Secluded patio, heated pool. Phone 7117.

1 BEDROOM furnished by Bullocks, wall to wall carpet, year or season. 910 Sunny Dunes Road.

UNFURNISHED one bedroom apartment \$85 month. Phone 5370 - BOZE

FURNISHED, attractive 3 bedroom, 2 bath house. 541 Calle Amigos. Phone 4388.

UNFURNISHED house for lease. 2 bedrooms and carport, near high school. Ph. 5189 or 4338.

3 BEDROOM, 2 bath, everything furnished, patio, garage. 615 North Calle Marcus.

3 BEDROOMS, 3 baths, nicely furnished, carpeted, walled, garage. Phone 6921.

ONE TWO-BEDROOM house, furnished. One one-bedroom house, furnished. Ph. 8-3524.

2 BEDROOMS, 2 nice tile baths, furnished, carpeted, walled, barbecue, garage. Ph. 6921.

FURNISHED 2 room guest house for two. Phone 6120.

Household Goods 50

SACRIFICE 6 piece modern bed room set, box spring and mattress, like new, upholstered club chair. 656 Desert Way.

SHEETS, dresses, rugs, beds, refrigerator, chairs, outdoor furniture, etc. Phone 2957.

Trailers for Sale 51

1954 ROADMASTER trailer. 45 ft. Built-in TV and record player. 36" Wedgewood gas range - stainless steel top, 20-gal. water heater, garbage disposal. Complete with ramada. On beautifully landscaped lot. Specially priced. See Irvin Marchand, Lot 52, Horizon Trailer Village.

LOT B60 - 27 foot Glider house trailer, toilet, panel ray heat, excellent condition, bargain for cash. E. Campbell, Rancho Trailer Park.

35 FOOT Roadmaster trailer. 1952 deluxe, ready to occupy. Cooler, awning, fenced yard and dolly. Inquire at 584 Hermosa Drive. Phone 6735.

COTTAGE trailer, awning, refrigerator, beautiful location. Mori Scott, Rancho Trailer Park.

'52 VAGABOND, 34 feet, awnings, cooler, \$3500 cash. Royal Trailer Park, Redlands, U. S. 99. Excellent condition.

'54, 44 FOOT Fleetwood, sliding door, doors, ramada. \$1000 discount. Lot B43, Rancho Trailer Park 2634.

TWO wheel luggage trailer, 3 1/2 x 6, spare tire. Phone 9091.

Trailer Space 53

LARGE TRAILER SPACES GOOD recreation, price's right. Walk to town. Desert Trailer. Phone 2057.

Misc. for Sale 60

SLIGHTLY used furniture, small gas range, breakfast set, refrigerator, cocktail table, lamps, living room set, Italian carved dining room set, drapes, cornice, rug. Many more miscellaneous items. Call at El Coronado, Ph. 3134.

To Settle Estate 8 PIECE Italian period dining set, 1 antique China cabinet, 10 rare Chinese pieces, 3 Chinese rugs, old China and other articles, bedroom furniture, 2 houses. 769 E. Theodore St., Banning, California.

STANDARD Underwood typewriter like new, excellent condition. \$70 or will trade for portable. Phone 8-4734 or 8-3401. Can be seen at Jorgenson's Realty, 574 Broadway, Cathedral City.

MALT and Coffee Shop equipment for sale. Priced very reasonable. Phone 8-4264.

Beautiful ivory leatherette covered piano, \$150. Good condition. Ph. 7504 after 12 noon.

Misc. for Sale 60

ALLIS CHALMERS Model C tractor, like new, lift, over size tires, disc and spring tooth harrow. A real buy at \$550. Phone 84207.

DIAMOND wedding ring \$35. Sunbeam coffemaker, new, guarantee \$27.50, hand crocheted shawl \$15, new black velvet dress \$15. Phone 2478.

STUDIO couch, mattress and springs, miscellaneous furniture, electric cash register. Reasonable. Monte Vista Apts.

PATIO FURNITURE, painters equipment and paint, garden tools, electric toaster. 546 Warm Sands Drive.

ELECTROLUX The cleaner you never have to empty. Sales, service. Ph. 6122

Pets-Poul.-Livestock 65

MUST destroy if GOOD homes not found for 4 month old kittens. Phone 3807.

SADDLE HORSES for sale. Cliff's Stables, East Andreas Road, Phone 6918.

Used Cars for Sale 70

6000 MILES

OR

6 MONTH

WARRANTY

1953 CHEVROLET

Convertible. Powerglide, radio, heater, light blue color. Like new.

\$1895

1950 OLDS

"98" Convertible. Hydramatic, radio, heater, white top, new seat covers. A steal at \$1195

1949 MERCURY

Convertible. Radio, heater, new seat covers. Very clean car. \$895

1947 PLYMOUTH

Station wagon. Radio, heater, excellent transportation. \$495

Palm Springs

Lincoln-Mercury

335 Sunny Dunes Road at South Palm Canyon Phone 2301 Phone 2052

1954 OLDSMOBILE Super 88 4 door sedan. Executive car. Very low mileage. A real buy. PLAZA MOTORS

182 E. Arenas Rd. Ph. 5122

1949 CADILLAC "62" 4 door sedan. Radio, heater, hydramatic, local car. \$1095.

PLAZA MOTORS 182 E. Arenas Rd. Ph. 5122

'48 CHEVROLET, 4 door, new motor overhaul, radio, heater, spotlight, good condition. 1371 San Lucas Road.

1954 CADILLAC Convertible, iris blue, all extras. Must sell. Phone 110-73475.

NICE '50 Plymouth convertible. Highest offer, will take trade. Phone 7827.

1941 BUICK 4 door Roadmaster. 1948 motor, excellent condition. Reasonable. Phone 2272.

1937 FORD PICKUP. \$100. Phone 6918.

Legal Notices 75

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Dated at Palm Springs, California September 10, 1954.

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Executor of the Estate of Jennie Elizabeth Rinke, Deceased.
295-Desert Sun, Sept. 13, 20, 27, Oct. 4, 1954.

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PUBLISHER'S CORNER

By Oliver B. Jaynes

LETTER FROM THE EDITOR — This being National Newspaper Week, the editor seizes this opportunity to reverse the usual procedure and address a letter to his readers. During my 35 years as a newspaper owner and editor I have received countless letters from readers. A vast majority of them have been critical, some have been downright abusive, and a few laudatory. Perhaps some of the most abusive ones have been relegated to the wastebasket because the persons who wrote them did not have the courage to sign their names. Anonymous letters serve no purpose, and it is a waste of time to read them, but communications from readers who are not afraid to identify themselves with the opinions they express, are always welcomed. It has always been my opinion that an editor's view is that of only one man, and that the view of the reader is just as valuable as that of the editor. We enjoy hearing from readers of The Desert Sun and are very glad to pass their views along to other readers.

Many of the letters which I have received make me believe in the responsibilities and objectives of the average newspaper. In hope that we may clear up any misunderstanding people have concerning the guiding principles back of this newspaper, I would like to give some of the most important ones in this letter.

In the first place, I believe that a newspaper should be a credit to the community which it serves. I believe, for example, that this newspaper, when being read by a person in Chicago or Seattle or Los Angeles, should give that reader the very best impression of the fine community we have here. The same holds true of the visitor who comes here and buys a copy of the newspaper to see what is going on. I believe that a newspaper is a public trust and that everyone connected with it is a trustee for the public. I believe that to do less is a betrayal of this high trust.

I believe that accuracy and fairness are two fundamental principals in good journalism. I believe that a good newspaperman should write only what he honestly believes to be true.

I do not believe that news should be suppressed for any consideration other than that which is considered to be in the public welfare. I believe that a newspaperman should not write anything that he would not say openly as a gentleman.

I believe that the newspaper which will succeed best and is most deserving of success fears God and honors the rights of man, serves no master, is independent and unmoved by pride or opinion or greed for power, is tolerant of the feelings of others, self controlled, and patient, seeks to give every man a chance, stands ready to defend the Constitution of the United States and The Bill of Rights.

With these as the guiding principals, it is our aim to make The Desert Sun sincere, truthful and accurate. Recognizing our responsibility we will defend the Freedom of the Press as a vital right of mankind. We will assert our independence and give assurance to our readers that we are free from all obligations except that of fidelity to the public trust. We will endeavor at all times to remain impartial and pursue a policy of fair play in advertising, news and the editorial columns.

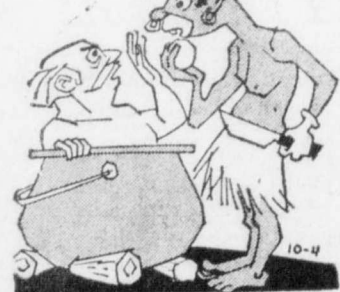
It is a great privilege as well as a responsibility to serve a fine and growing community like Palm Springs. We appreciate the interest of our readers and the patronage of our advertisers. We feel that it is a rare privilege to publish a newspaper in a community which has been so richly blessed by nature, where people are friendly, cheerful and helpful and where there is such a wealth of good material with which to advocate a good newspaper.

TRY AND STOP ME

By Bennett Cerf

THE MOST FASTIDIOUS and polite Briton he ever met, avers a Detroit auto magnate, is the stout fellow who was captured in darkest Africa by a band of cannibals. He watched their preparations for a special feast without batting an eyelash, and didn't even lose his composure when they lowered him into the pot and began piling up shavings and big sticks beneath it. What finally broke him down, however, was the medicine man's obvious intention to slice an onion for additional flavor in the stew.

"I'll have to ask you to desist, my good man," said the Briton, "Those blasted things always make me cry!"



Says Elsie McCullough:

It's the little things that bother
And put one on the rack.
You can sit upon a mountain—
But not upon a tack!

Aboard Captain Kidd's pirate ship, they say, each sailor had a specific duty and title. The cutthroat assigned to making unfortunate victims walk the plank, for instance, was always referred to as the "Chairman of the Board."

Last year when I visited Hollywood, I noticed a luscious young brunette behind the counter of a shop in Sunset Boulevard's "Strip." Ten months later (lo and behold!) she swept into a Park Avenue drawing room, bedecked in sables and jewels, the bride of a fabulously wealthy Wall Street tycoon. "How did you do it?" I whispered.

"It was simple," she drawled, flashing what must have been the Hope diamond in my eyes. "I saw at a glance that he had a great deal to offer — so I decided he might as well offer it to me!"

A reporter known to Mr. Nunnally Johnson was present in Tokyo when a very small Jap was hung for doing in several members of his family. The reporter's comment was, "Oho, there's a little nip in the air this morning."

Dumbbell Exercise



CONFIDENT LIVING

By Norman Vincent Peale

The Fundamental Principles of Success

A friend of mine, who lives in Rhode Island, told me recently about one of her neighbors who has just bought a jeep. The salesman who sold this particular woman her jeep assured her that it could go anywhere. She wasted no time in testing out his statement.

On that hard-packed sand at Daytona Beach in Florida you can drive for miles. Unfortunately, this is not true of Rhode Island's beaches and, before too long, this woman had her jeep up to its hubcaps in sand. There she was, quite annoyed and blaming the salesman for having misrepresented the jeep's powers. Then a farmer happened by, noticed that she had not shifted into low range, told her how to get into this more powerful gear and, very soon, she was able to pull out of the sand easily.

As she sped down the beach and on to the high ground, the farmer turned to my friend, who had been standing nearby, and commented, "It's strange, but she's just like all the rest of us—she had more power than she knew, but she wasn't using it."

It's easy to smile about a foolish woman with her jeep stuck in the sand, but perhaps we ought to smile at ourselves also, because each of us has more powerful gears within us that we do not use. As Louis M. Grafe of Los Angeles writes in his fascinating little book, "Get Rich in Spite of Yourself": "Many rich and successful men and women have no more brains or energy than anyone else. They are usually driven to success. Frequently they are so helpless they can't stop moving ahead even when they want to. Their money is made in spite of themselves!"

We can state as a proposition that everyone has greater potential power within him than he has ever realized or been able to measure. For many of

us, this power lies dormant—it never helps to get us out of the rut—because we have never learned that it exists or discovered how to use it. For others, this vast potential is activated and, once set in motion drives on to success in every endeavor.

Consequently, the fundamental principle of success is the activation of the great personality that lies within each of us. But it is important that the thoughts that activate you must be right ones, for wrong thoughts strongly held can be very destructive. The father of psychoanalysis, Sigmund Freud, wrote, "We are what we are because of what we have been." And the Bible, in its ancient wisdom, says, "For as he thinketh in his heart, so is he."

So, if you want to be sure that you are going to release all your powers, that you are going to develop the drive to success, never think a false thought, never think a dishonest thought, never think a negative thought. You may ask, "How can I prevent such thoughts from coming into my mind?" You can't, but it is up to you whether or not they stay there. You can practice emptying your mind of such thoughts and replacing them with true thoughts, honest thoughts, positive thoughts. These fresh creative thoughts will properly activate your real potential.

No one has to stumble or whine his or her way through life. Fill your mind with the great thoughts your religion teaches. These will help release your full potential. This is a way to learn the fundamental principle of success.

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The Desert Sun—66
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Monday, October 4, 1954

Dennis, the Menace

By Ketchum



Safety Tips

Lieutenant H. W. Renkel, commanding officer of the Indio Area, California highway patrol office, has announced that passing on the right is permitted only under the following conditions:

1. When the vehicle overtaken is making or about to make a left turn.
 2. On a city street wide enough for two or more lanes of moving traffic in each direction.
 3. On a one-way street.
 4. On a highway outside of city with unobstructed pavement of sufficient width and clearly marked for four or more lanes of moving traffic.
 5. On a divided highway where traffic is restricted to one way on each roadway.
- "Motorists are cautioned that overtaking and passing on the right is permissible only when such movement can be made in safety, and never by driving off the paved or main traveled portion of the roadway," Lt. Renkel emphasized.

Girl Scouts

Palm Springs District Girl Scout troops are scheduled to meet commencing the week of October 4 (today) at the Girl Scout Little House as follows:

BROWNIE TROOP

- No. 1, Grade 4, Finchy and Stevens school, Wednesdays, 3 to 4:30 p.m.
- No. 10, Grades 2 and 3, Finchy and Stevens school, Fridays, 2:30 to 4:30 p.m.
- No. 13, Grade 4, Cahulla school and St. Theresa school, Tuesdays, 3 to 4:30 p.m.
- No. 16, Grades 2 and 3, Cahulla and St. Theresa schools, Mondays, 2:30 to 4 p.m.

INTERMEDIATE TROOPS

- No. 2, Grade 5, Finchy school, Wednesdays, 3 to 4:30 p.m.
- No. 8, Grade 7, St. Theresa, Thursdays, 3:45 to 5 p.m.
- No. 9, Grade 7, Nellie Coffman Junior high, Thursdays, 3:45 to 5 p.m.
- No. 14, Grade 8, Nellie Coffman and St. Theresa, Thursdays, 7:30 to 9 p.m.
- No. 15, Grade 6, Cahulla and St. Theresa, Mondays, 3 to 4:30 p.m.

Troop No. 19, Grade 5, Cahulla and St. Theresa, Tuesdays, 3 to 4:30 p.m.

Troop No. 20, Grade 6, Finchy, Fridays, 3 to 4:30 p.m.

The Girl Scout organization emphasized that parents must furnish transportation to and from meetings this year as the school bus which formerly was used will not be available. As yet all troops are not fully staffed and adult assistance is needed for co-leadership and committee work. Mrs. Marjorie Anderson is organization and membership chairman. All women interested in the rewarding work of helping girls in Scout activities are urged to telephone Mrs. Anderson at 8-3961.

The Scouting program includes arts and crafts, nature study, community service, international friendship, homemaking, camping, outdoor sports, games, first aid, child care, good grooming, gardening, and various other projects which the girls choose to work on towards earning their Badges of Merit.

Geoffrey Fisher, Archbishop of Canterbury, upon being asked the purpose of his Canadian trip: "If the Bishop is listening, I came to visit the diocese of Western Canada—if he's not, then I came to see the Rockies."

THIS SIDE of The Sun

By Phat

Should have had a poem (pardon the expression) today on secession. Lots of rhymes for that — recession, compression, and so on. But since I found a bit of verse on my desk this morning which shall be used a little later in this piece, I don't want to spoil anyone with two in a day. And so it is retrogression in the way of a bit of verse today.

SPEAKING of secession always reminds me of Harry Oliver. He's really the one who started it. Away back when, over at Fort Oliver in Thousand Palms. He was talking Desert County one December day several years ago to a group of people just outside of his Adobe when that earthquake hit. The one that seems to center in that area. Harry took it in stride. After the rest of the gathering had recovered their poise, Oliver said: "I'm for splitting the county, all right, but I really didn't intend to go that deep."

HILLY CRAWFORD, (there she goes, rating space in here again) started out her column September 30 with something about forgetting the September Song. But she didn't go far enough. She should have said "and substitute 'Brown October Ale'." Except that, from a survey of local spots, seems most of them are taking Screw-drivers these days. The metropolitan journals are still at it. The other day a headline was shot in Los Angeles. There was a girl involved and it was discovered that she turned to robbery after she had flied him. Then it was divulged, incidentally, that he had met the girl while both were spending a brief time here. So, naturally, since it was Palm Springs, the name of the Village again made the front pages although it had nothing to do with the case.

OSCAR GILBERT, Town and Country host, was absent from his place for a few days this week. Seems Mrs. Gilbert was returning from a trip to Europe and after she arrived by ship in New York, Gilbert spent the hours while she was flying to Los Angeles from the east, in straightening up the home place. Washing all of those dishes, dusting, vacuum cleaning, sweeping and picking up. I can sympathize with him. That's what I'll be doing three weeks hence. Mrs. G. took off Saturday for Chicago and a few hectic days with three grandchildren. In the meantime, I'll accumulate a few dishes, etc. We have some rentals at our place and all are occupied by women. So when Mrs. G. left, her final word was, "I don't know whether I'm doing the right thing or not, leaving you alone in a sorority house." Think I'll put up a sign: "Delta Nu Papa." Only it should be old, and I'm not planning to play cards.

AM TORN BETWEEN two emotions. I have always favored the National League in World Series and this year was pulling for the Giants. But as of now, (Saturday, 10-2-54, 6:50 a.m.) I'm pulling for Cleveland today. Because if the Giants win again, I won't be able to watch Sunday's game on my new Teevee. There won't be any game. When I first started placing words on paper for pay, so many years ago it seems like prehistoric days, my first job was to cover fights and wrestling matches. After I left the sports, I promised myself never to look at another grunt and groan exhibit. But the other night, trying out Teevee, I came across the wrestling matches at 9 p.m. and was still watching them when was told that it was after 11 and I might be disturbing the neighbors.

HELEN ANDERSON, who writes for The Sun from Palm Desert, said she made a new discovery, the new paint rollers. Now she's looking for another discovery. How to get the grain out of her hair. — Oh, yes, that poem I was talking about above, Rita Darwin of The Sun staff left it on my desk. Said she read it somewhere and copied it to squelch the male of the species. This is it:

**He wrecked his car, he lost his job
And yet throughout his life
He took his troubles like a man:
He blamed them on his wife.**

WHY IS IT that, even if they don't cost very much and are one of the rare items left you can buy for a nickel, few people can resist the temptation to purloin pencils. I've had four beautifully sharpened new pencils lifted from my desk in three days. Most annoying and brings to mind thoughts of mayhem. Fellow was telling his Palm Springs girl friend on eve of departure for Los Angeles: "I have a wide acquaintance there, you know," he said. And the girl answered in a catty way: "Yea, I know, I saw her once."

Looks like this is it.

A pedestrian is a guy who knows there are still several gallons of gas in the tank when the gauge points to empty.—Kroehler News.

Jane Russell, actress: "I'm a girl who has to live down not only her background, but her foreground."

The Voice of Broadway

By Dorothy Kilgallen

Some fortunate New York employer is going to be able to swank his chums before long: Archduchess Maria Illeana of Hapsburg, one of the prettiest royal girls on the SS Agamemnon during the recent Greek cruise, is returning to the United States this month to hunt for a job. She spent two years at Vassar, is known to her friends as "Minola."

There's been considerable action involving U.S. ships and planes in the waters and air around Formosa—far more than reading the front pages would lead you to believe. Guy Lombardo has been accorded the honor of playing at a reception for Queen Mother Elizabeth on Nov. 1, when Her Majesty is visiting Canada.

Three cabinet changes are coming up in late November. A West Side garage operator is working on a mysterious order for the bullet-proofing of eight sedans for overseas shipment. The customer, who tossed down a big cash advance, stipulated that no question be asked.

Jerry Lewis hasn't been completely idle during his illness, and as a result he's almost ready to announce that he'll back drummer Buddy Rich as the leader of a newly organized band. Jerry is crazy about jazz drumming and has been a pal and admirer of Buddy's for years. Not to be missed: Chico O'Farrill, the Latin maestro, at Birdland. (But be sure your eardrums are in good condition, or stand back!)

Tip to the producers of the movie version of "Guys and Dolls", audition Sam Schwartz (currently working in N.Y.) for one of the smaller gangster roles. He's good enough to play the Sam Levene part in the road company of the musical.

One of the nation's most publicized business manipulators is rather short of the ready green, and a big insurance company is making like the U.S. Cavalry. Fight fans are enthusiastic about Rocky Marciano as a champion, but the big letdown comes when they try to answer the \$64 question: Who's good enough to fight him?

Don't know whether it's superstition or just no time for shopping, but Wally Cox, on his "Mr. Peeney's" show, wore the same suit, shirt and tie in

NEW YORK CAVALCADE

By Louis Sobol

SNAPSHOTS AT RANDOM: A star of the past appears at the Booth Theater premiere of "Home is the Hero," escorted by Carl Van Vechten—Anna May Wong who during the intermission settles down for a long chat with one of her longtime friends, Fannie Hurst. . . . At the opening of "All Summer Long" at the Coronet Composer Harold Arlen who seems fully recovered from his long illness, appears quite content to have as his companion, Marlene Dietrich. . . . Main Dragmuffins who sing and dance to entice the change-throwers — Pennies from heaven. . . .

A group of talented youngsters, including Tommy Wonder, Rosemary O'Reilly, Denny Desmond, Margaret Banks, Betty Colby and others contribute to the offering, "Bon Voyage"—enlivened by tunes from Howard Dietz-Arthur Schwartz shows of the past. . . . And a comedian, Paul Grey, who looks like a successful undertaker—and turns out to be quite a droll chap, indeed, before the evening is over. . . . Among those who greeted the opening show were Danny Kaye, the Milton Berles, the Herb Shriners, the Harry Joe Browns and the E. H. Robertson. E. H. is a jolly, portly Californian reputed to be worth in excess of 50 millions of dollars. He is the citizen who bought the old well company from Elsinore Machris of Palm Springs for a measly \$17,000. Mrs. Robertson was quite happy this evening. She held a ticket to the \$849 double at Aqueduct.

A couple of visiting boys pick apart a small steamer basket they have bought at Hicks and start stuffing the fruit and nuts into their pockets—Prince Mohammed Faisal Al Saud and his brother, Prince Saud Ibn Faisal Saud. . . . Doug Whitney, co-producer of the Red Skelton show in a huddle with Charles O'Curran in front of the Coronet theater. . . . In Sardi's, the still voice of precocious Jennie Hecht can be heard above the din—while her brilliant and doting papa, Ben Hecht beams at the child's rapid fire remarks. . . . At the Roosevelt Grill, dancing gaily to Guy Lombardo's music, Wheelock Bingham and his charming wife. "Been doing this to Guy's music for over 25 years," he shouts over. "We've had a longer run than Guy—we're married 28 years." The popular "Bing" is the energetic president of Macy's. . . .

Rock Hudson invades Mickey's Blair House amid the sighs of the seated gals, but it's the less stalwart Joe E. Lewis who tugs the hearty hellos and invitations to sit down and have a drink. . . . A regal beauty hurrying along Fifth Avenue—Julie Wilson who won't be happy until she becomes a great dramatic actress — although her bread and honey money comes from her supper club engagements. A saddened Dan Aronstein, the taxi tycoon—his dog, Wags, died the other day at the age of half past thirteen. . . . At Gilmore's, Joan Wynne, former Copa

beauty who was Eddie Fisher's first love. Joan seems happy enough with the trim little fellow with her—Jockey Con Errico to whom she was married recently. . . .

In John's barber shop in 21, Walter Wanger, just in from Europe to await the opening of his new picture, "Adventures of Hajji Baba." Wanger insists this is the most exciting picture he has ever produced. . . . Park Avenue stroller—a man who has no trouble getting a room in a hotel anywhere — Conrad Hilton who controls four major hotels in this one town alone. . . . Snapshots. . . . (Distributed by King Features Syndicate.)

MENUS

Menus to be served in cafeterias of Palm Springs Unified School district this week are printed below to aid mothers in planning home meals.

Monday — Chili beans and crackers, tossed green salad, molded fruit gelatin, chocolate cake with chocolate frosting, milk.

Tuesday — Baked chopped steak and gravy, whipped potatoes, buttered cream corn, whole wheat bread and butter, baked almond custard with fruit topping, milk.

Wednesday — Slice baked ham, potato salad, carrot and celery sticks, hot biscuit and butter, pineapple slice, milk.

Thursday — Beef and vegetable pie, Waldorf salad, French bread and butter, chocolate pudding with marshmallow, milk.

Friday — Fish cake, tartar sauce, spinach with lemon wedge, shredded lettuce and tomato salad, whole wheat bread and butter, cantaloupe wedge and cookie, milk.

The only thing wrong with that dollar that used to buy 3 times as much as that you didn't have it.—Marion (Wis.) Advertiser.

The modern youngster's prayer seems to be: "Lead us not into temptation, but tell us where it is and we'll find it."—Iron Co. (Wis.) Miner.

The cotton in an all-wool suit made of orlon must feel sheepish.—Banking.